

Fig. 1

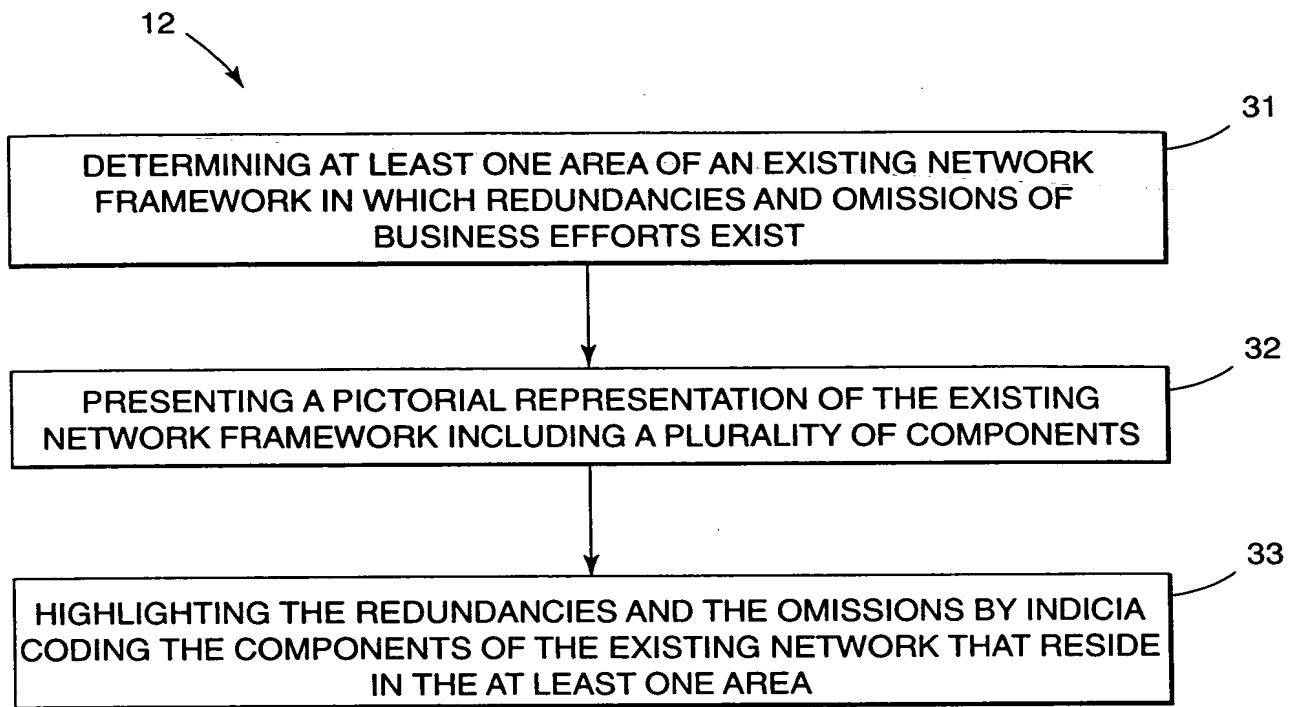


Fig. 2

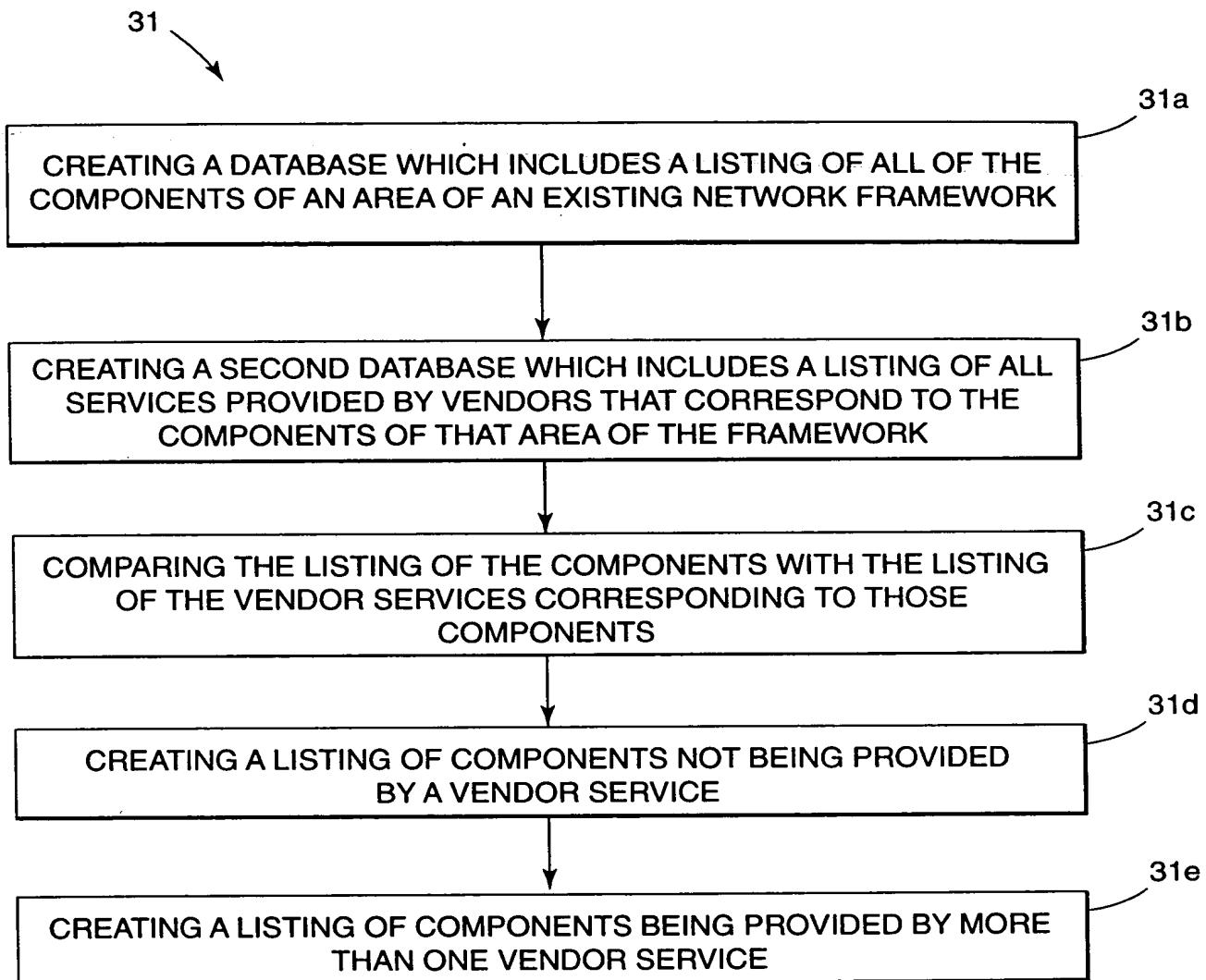


Fig. 3

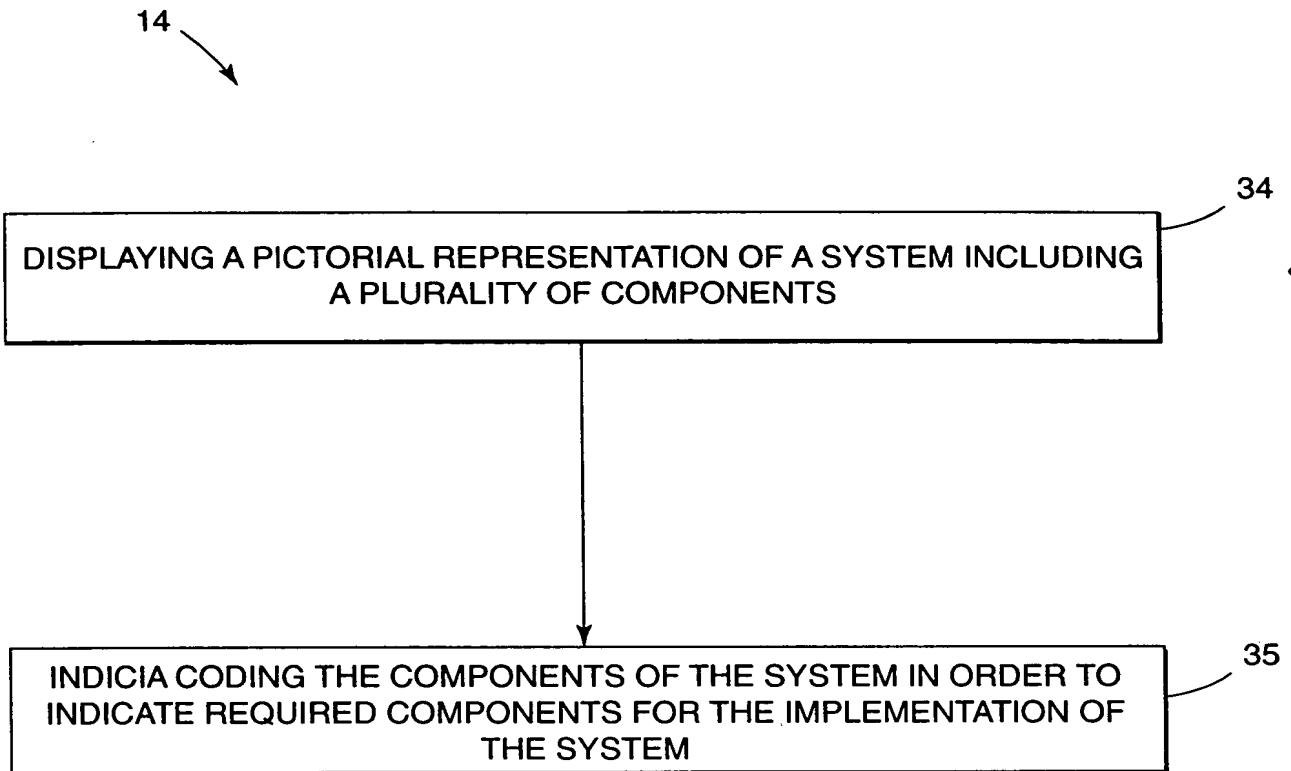


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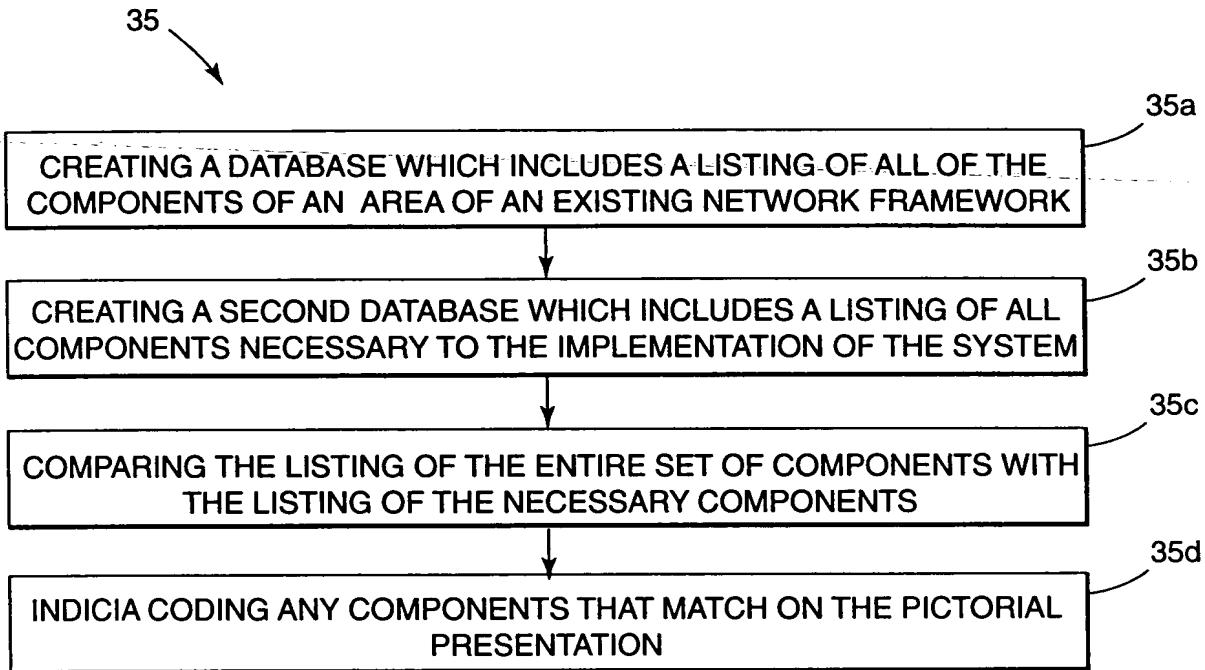


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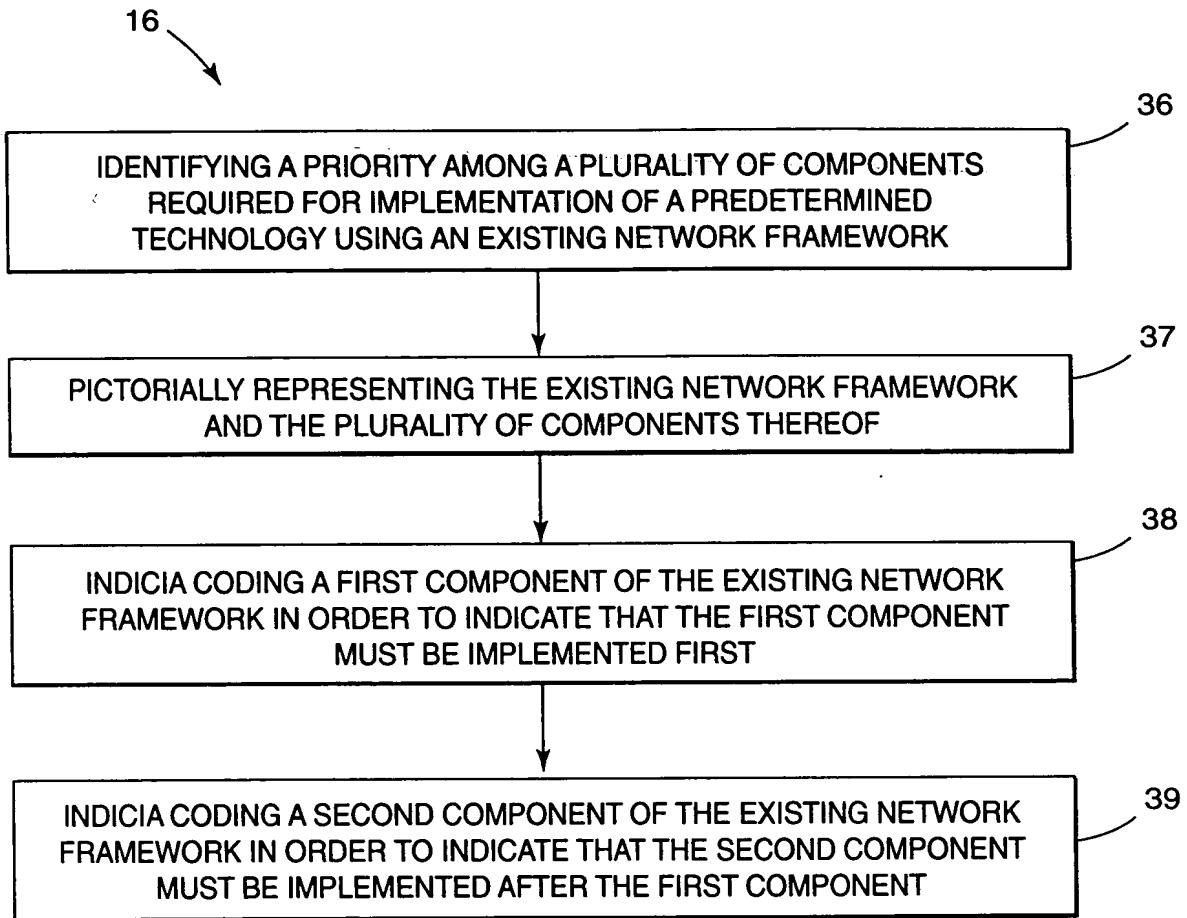


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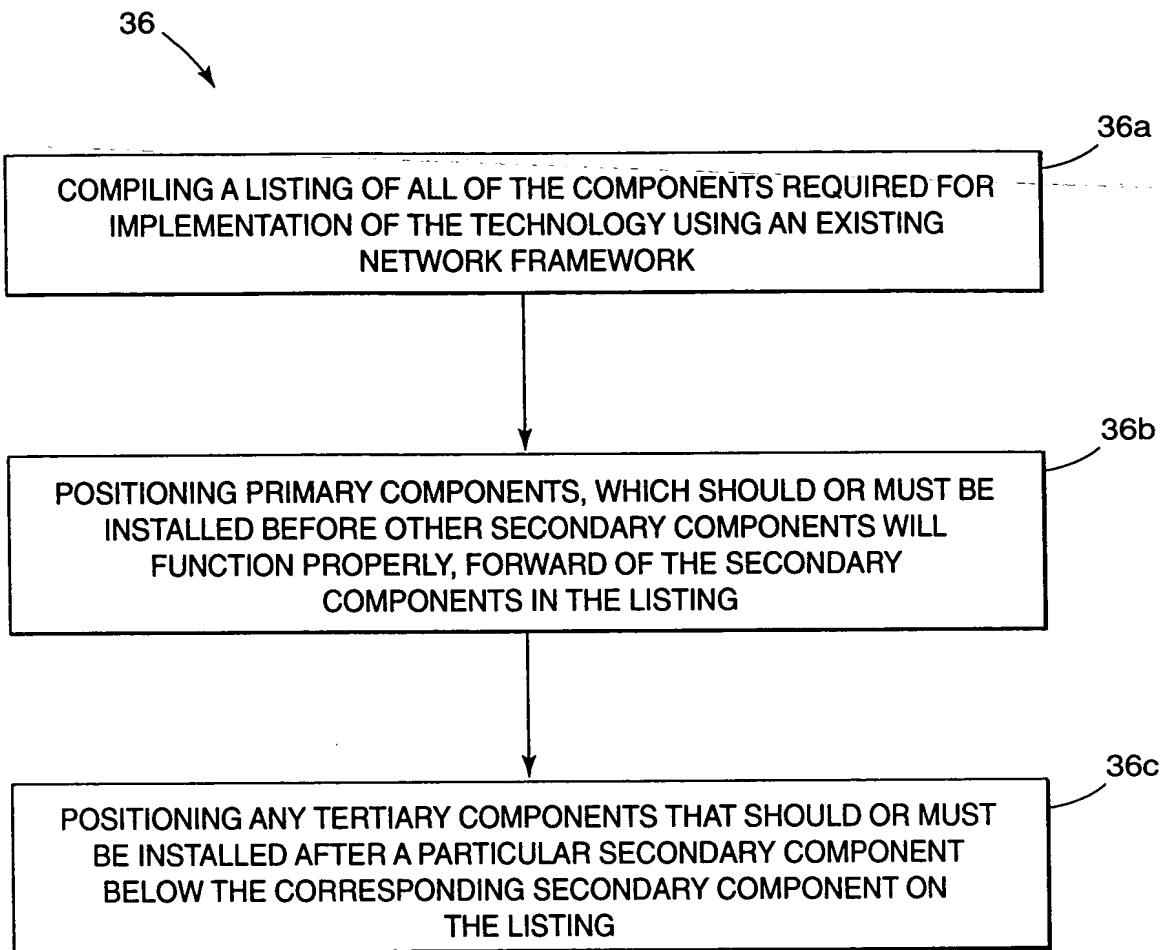


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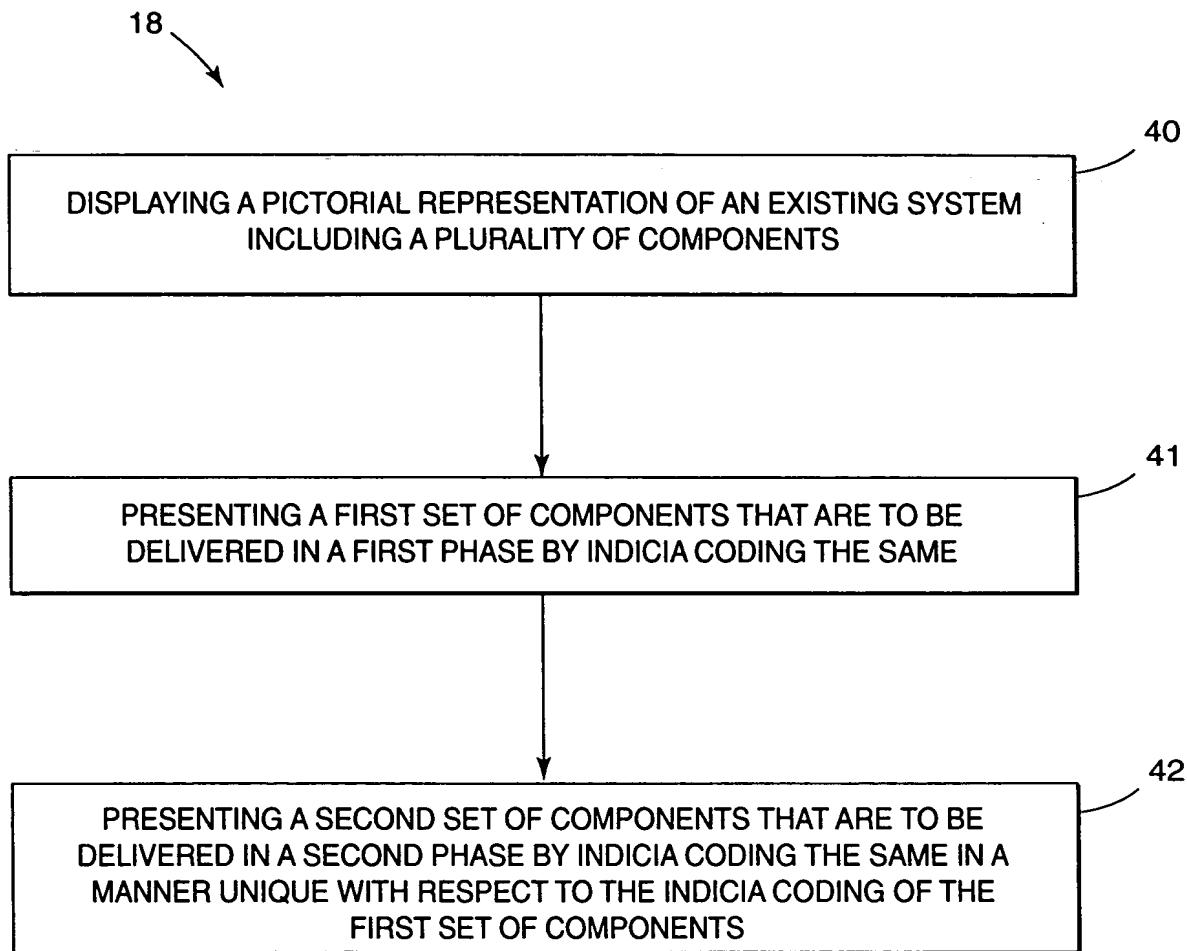


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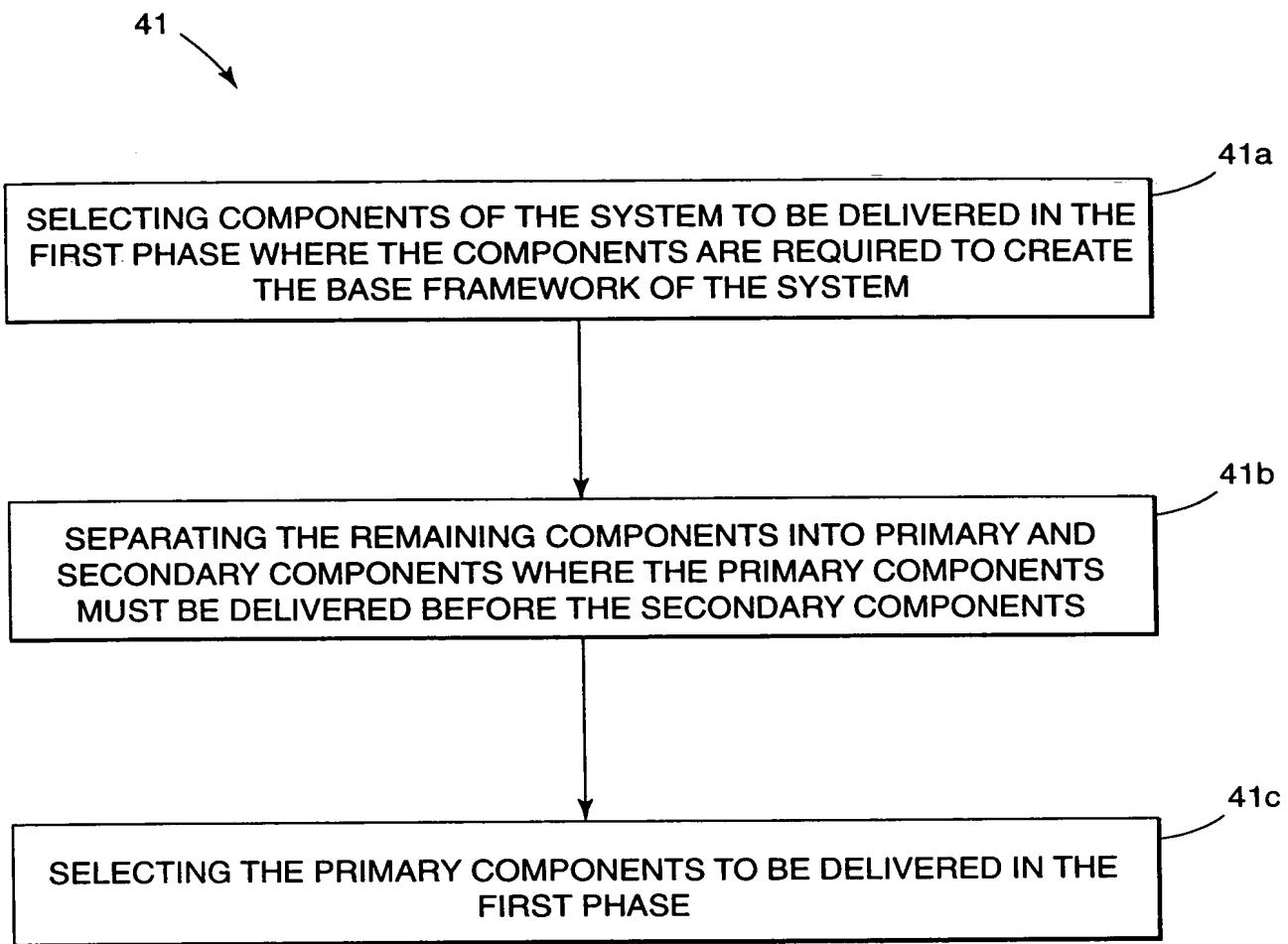


Fig. 9

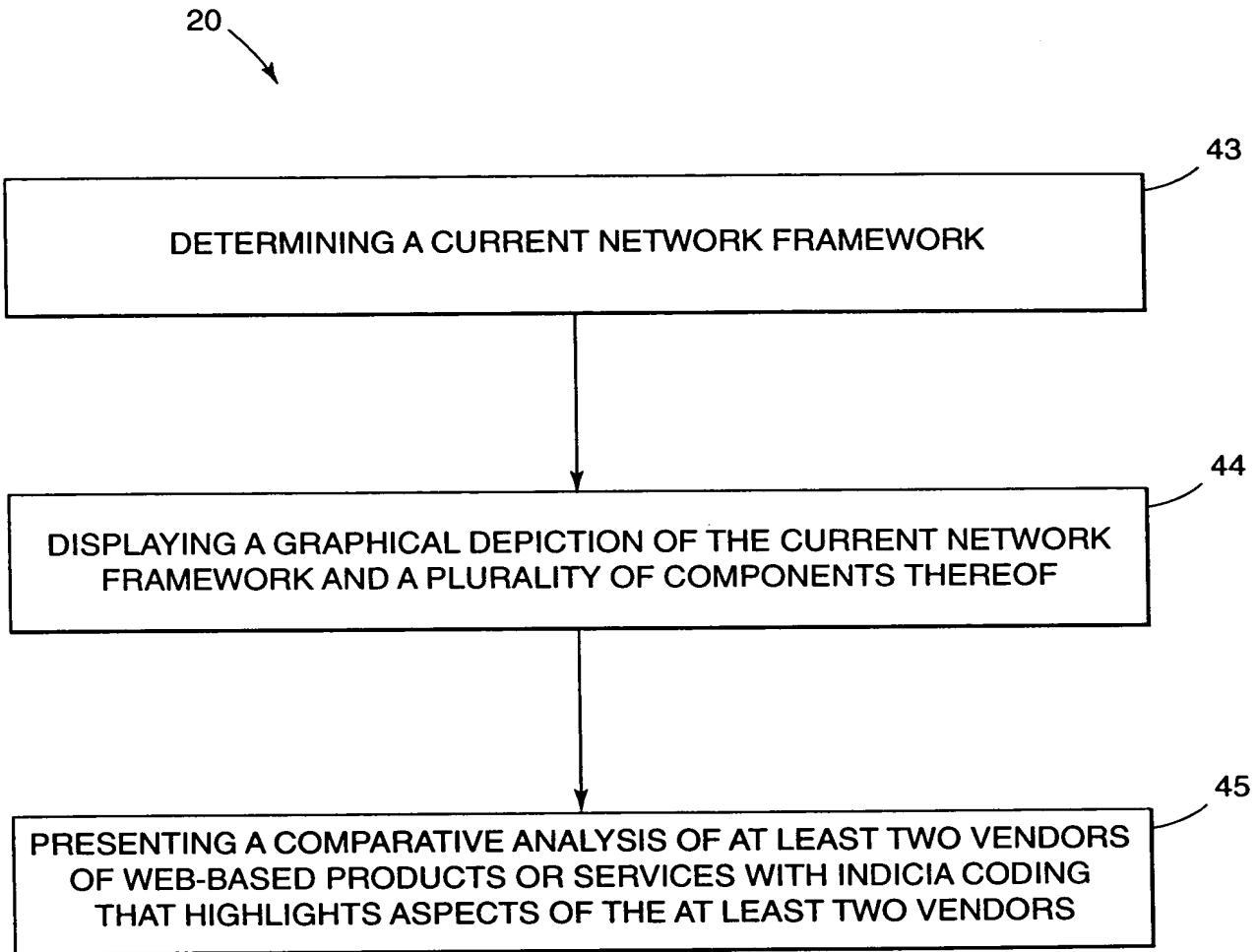


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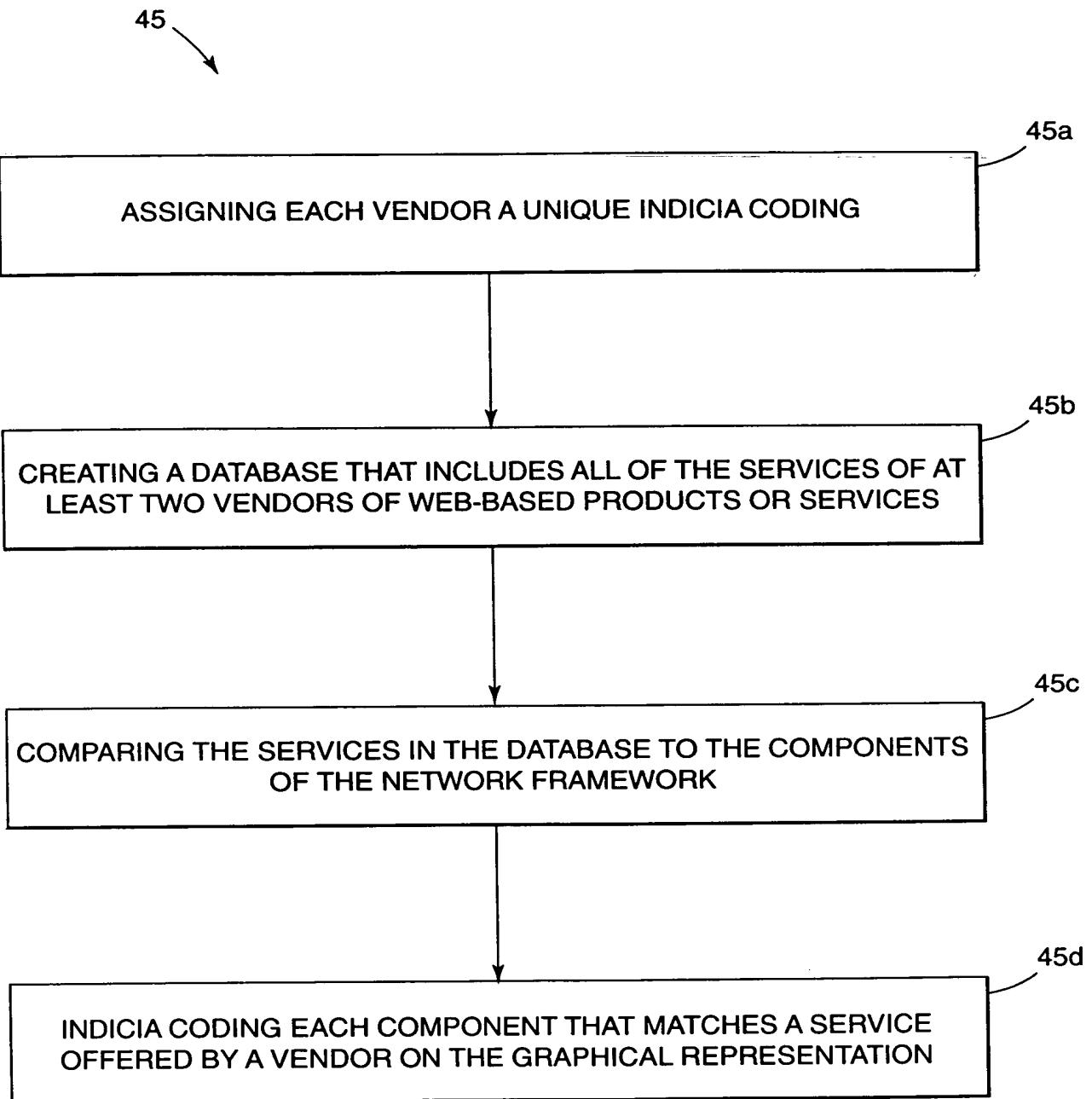


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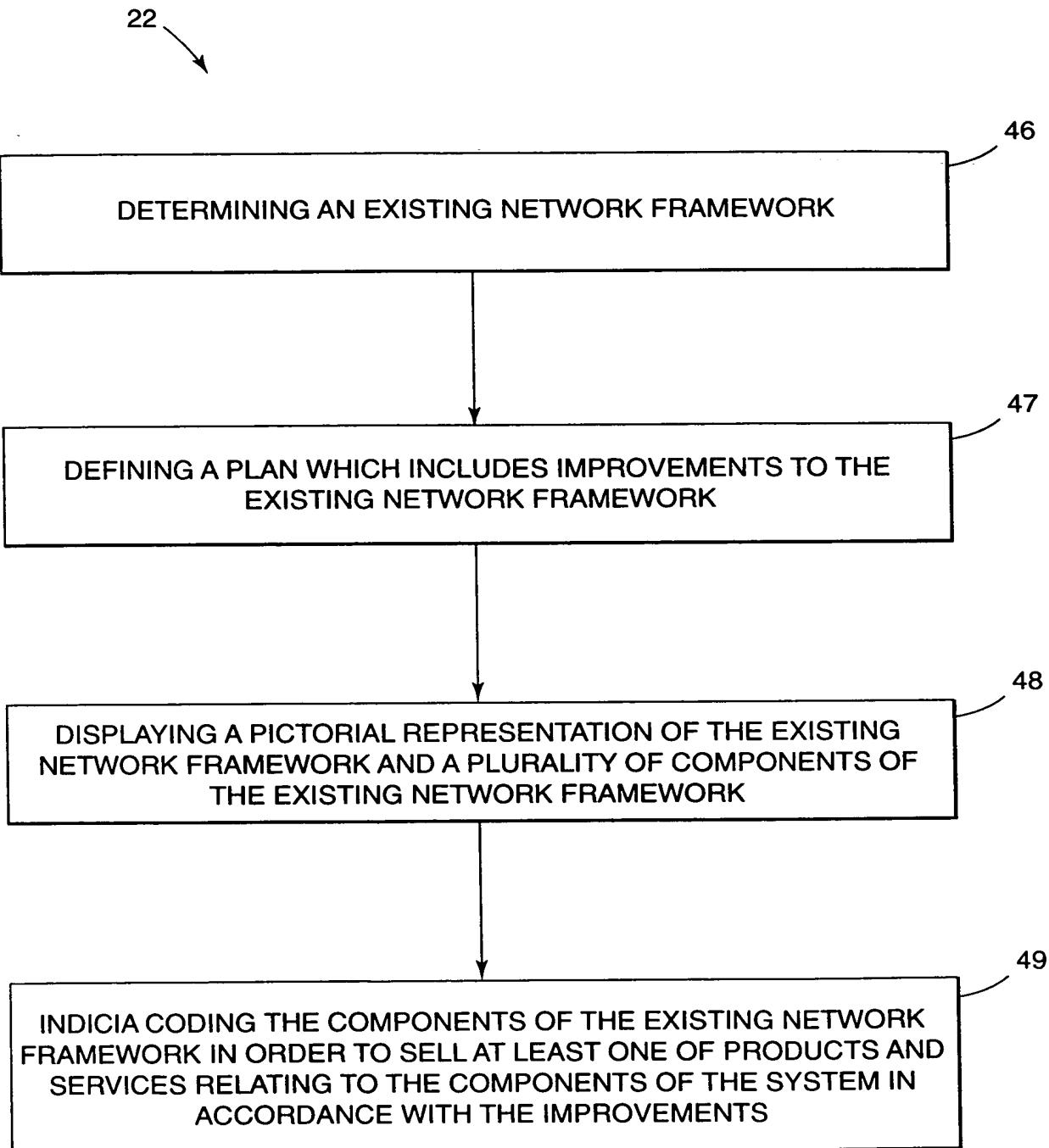


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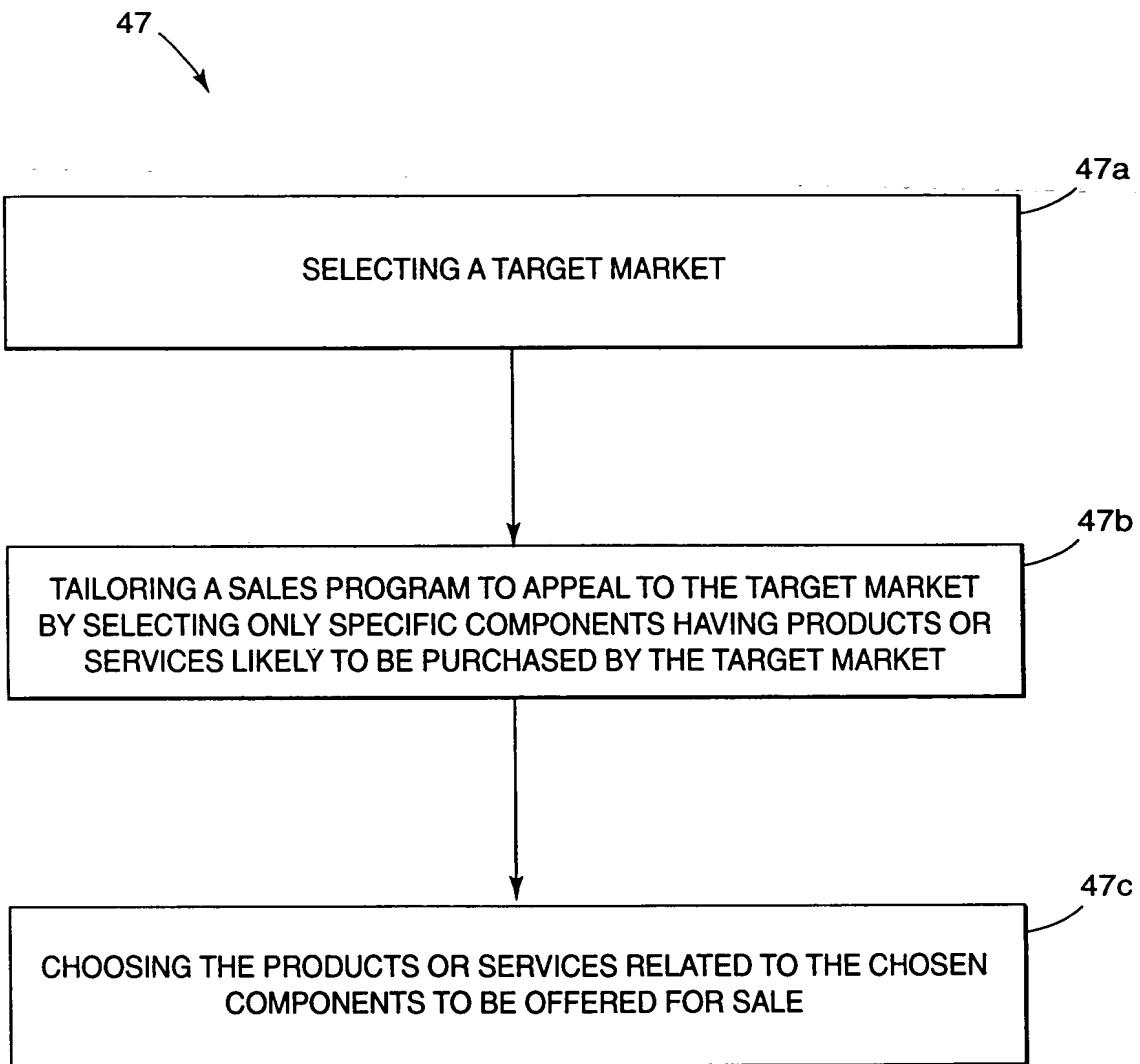


Fig. 13

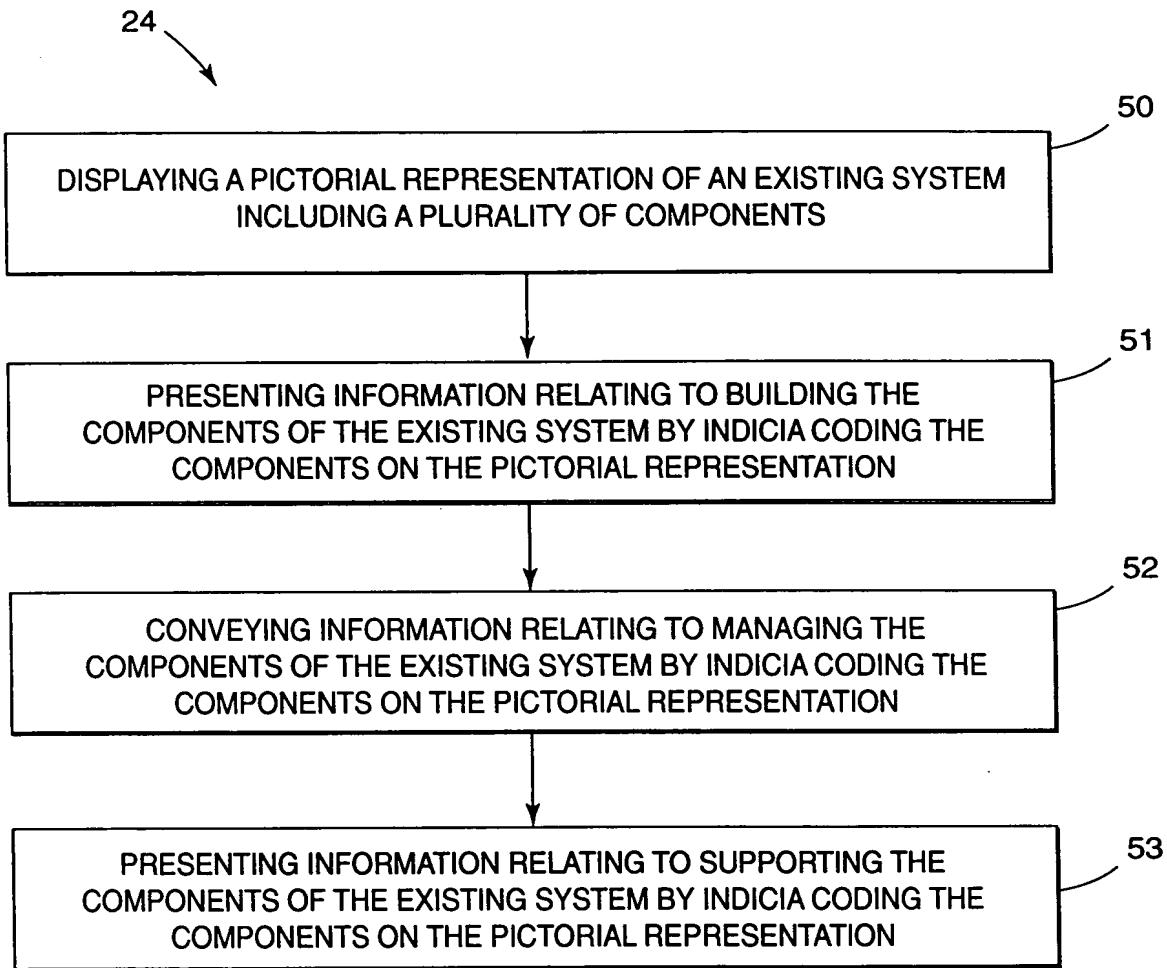


Fig. 14

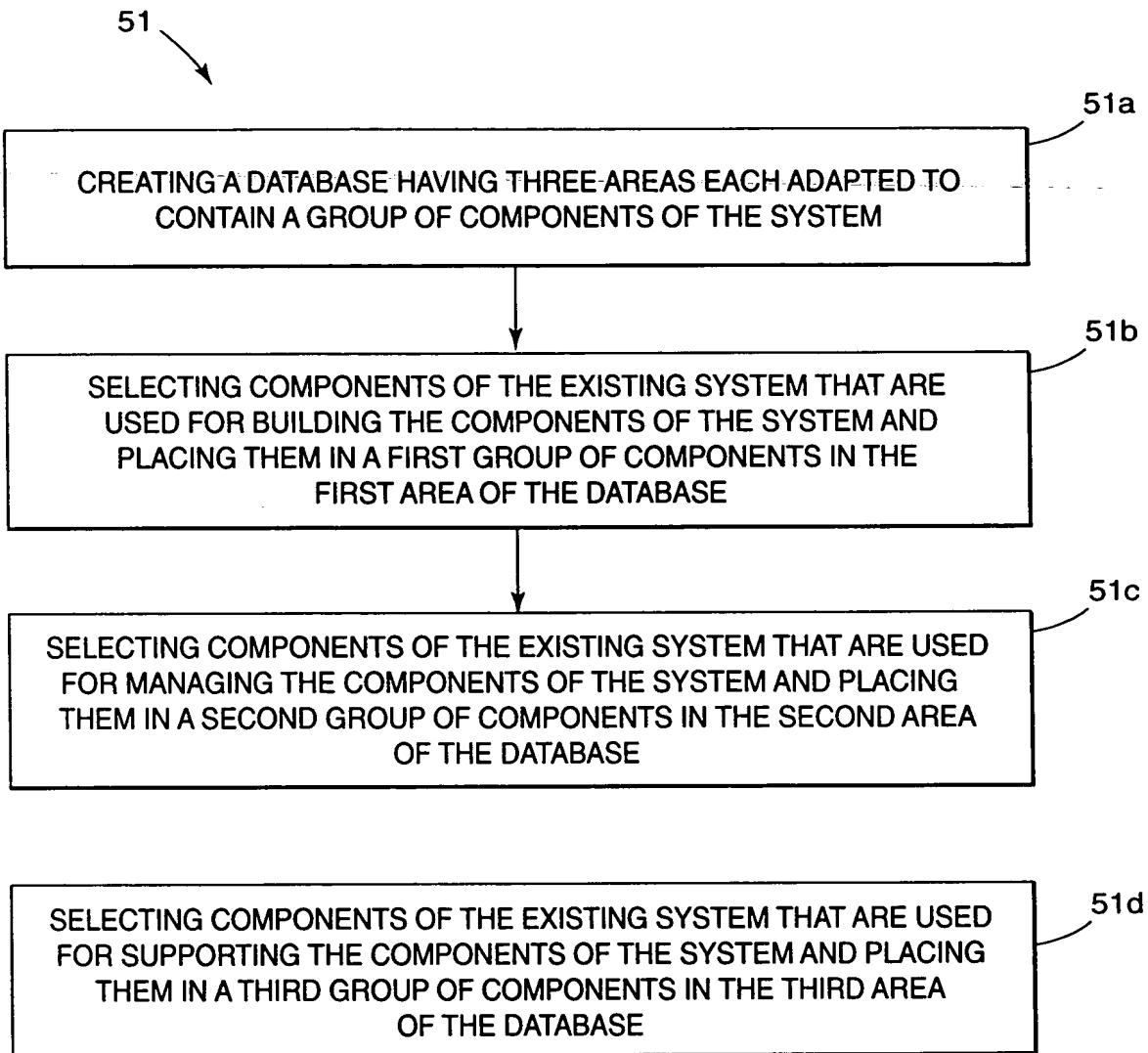


Fig. 15

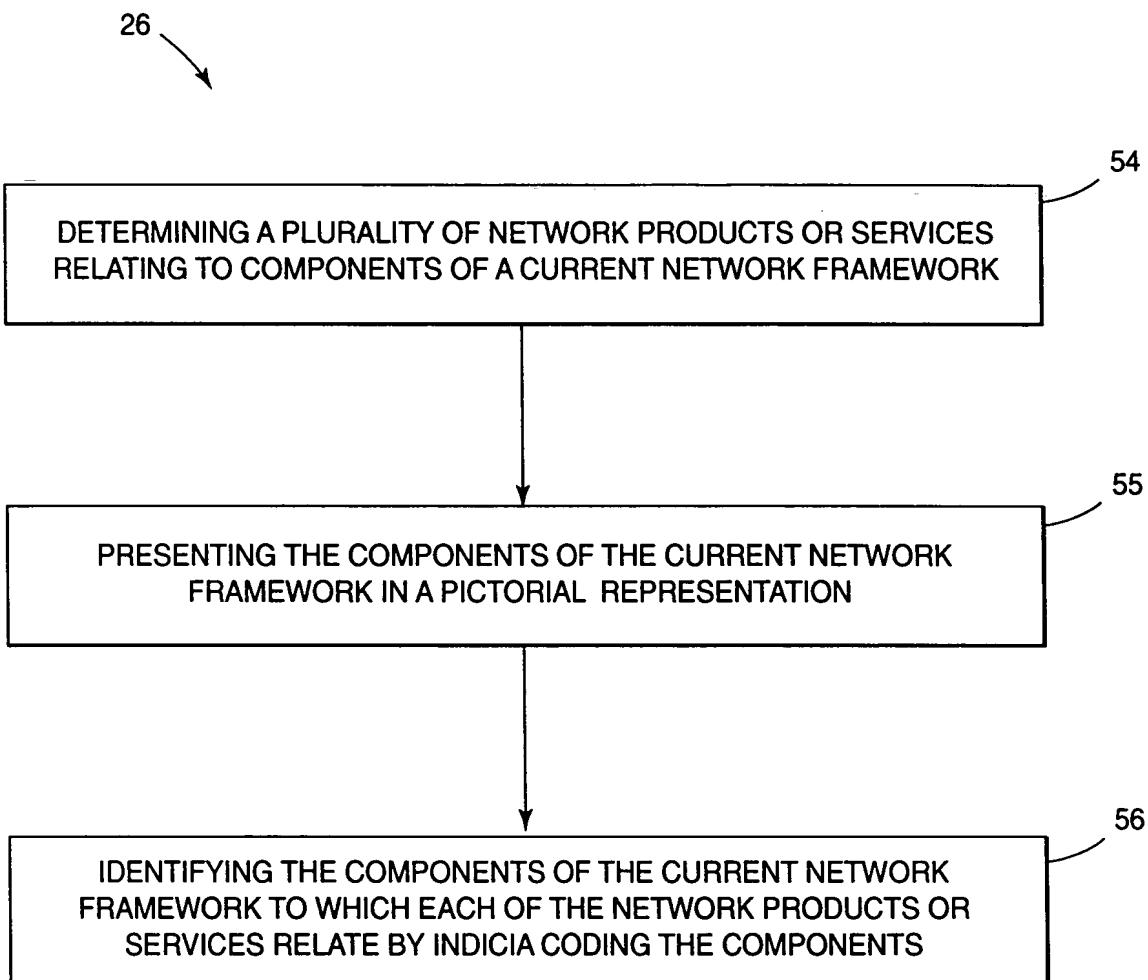


Fig. 16

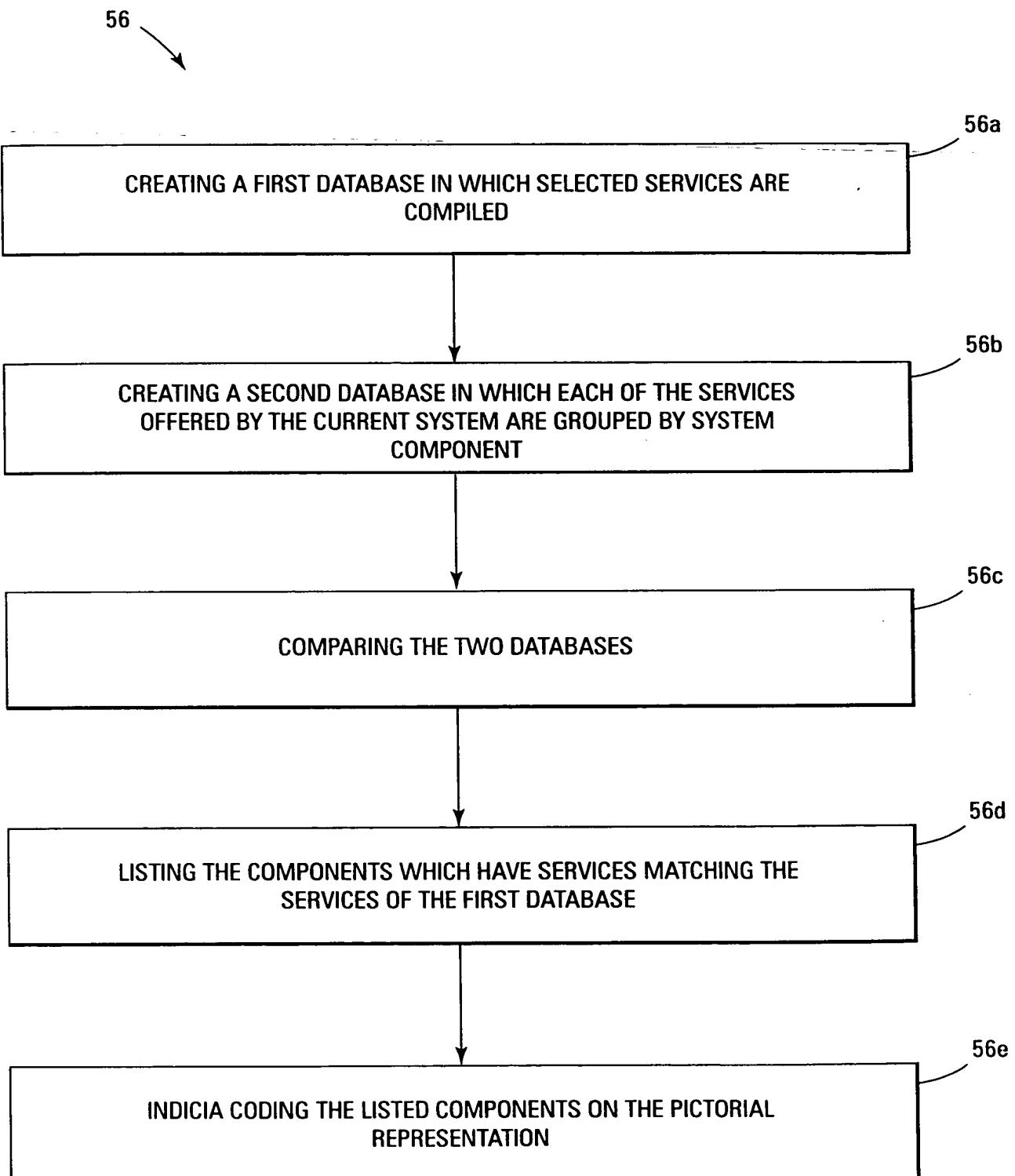


Fig. 17

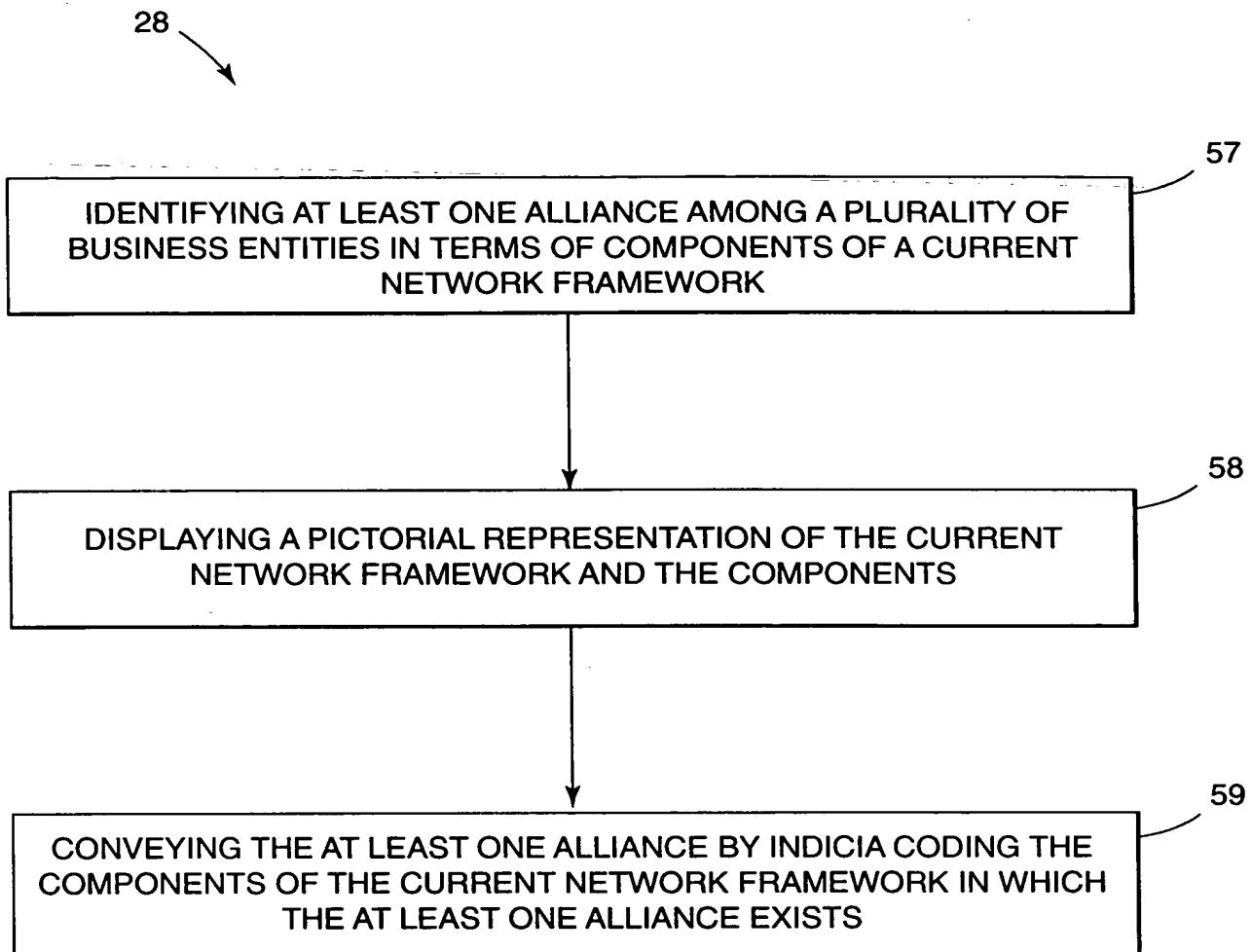


Fig. 18

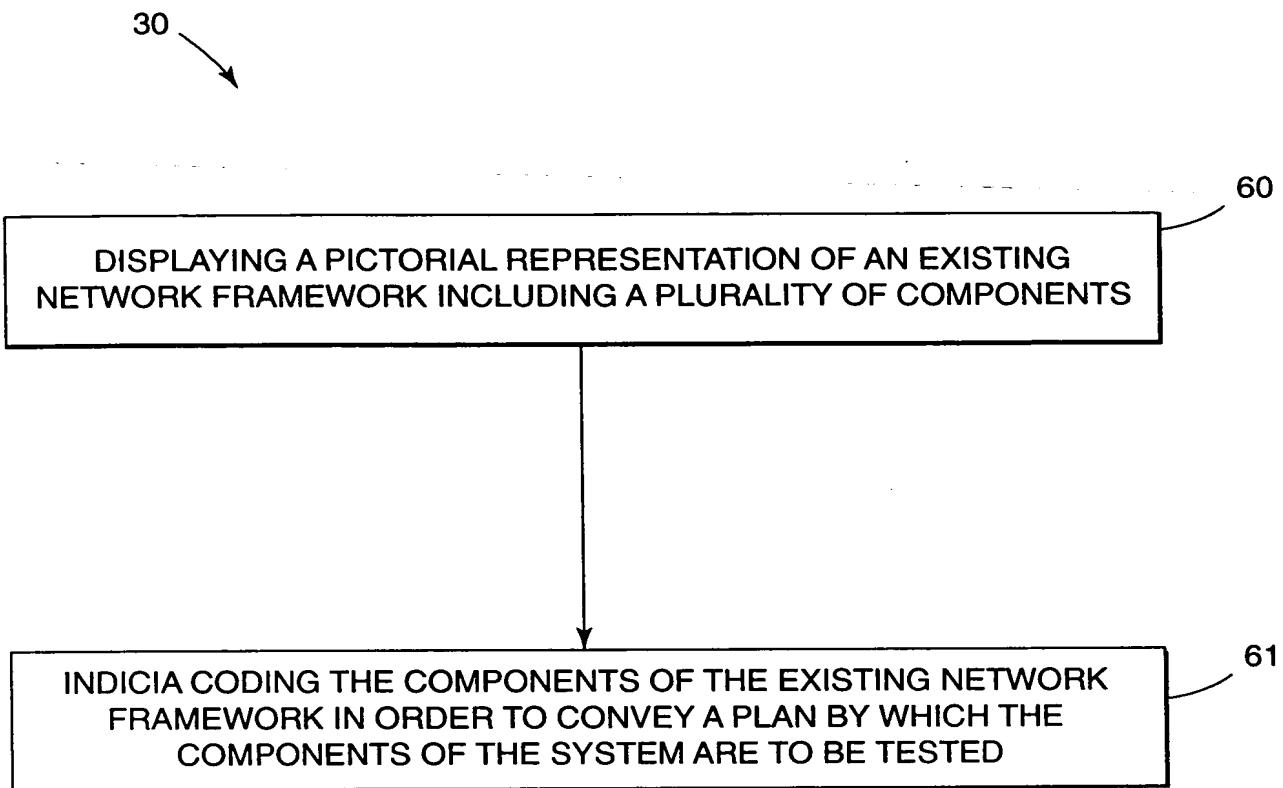


Fig. 19

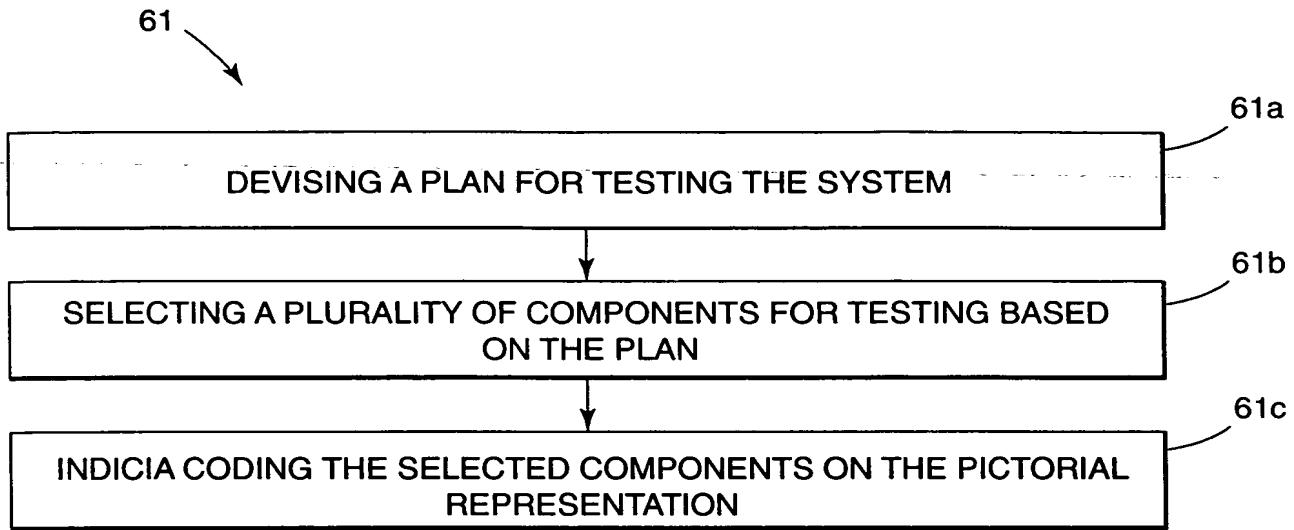
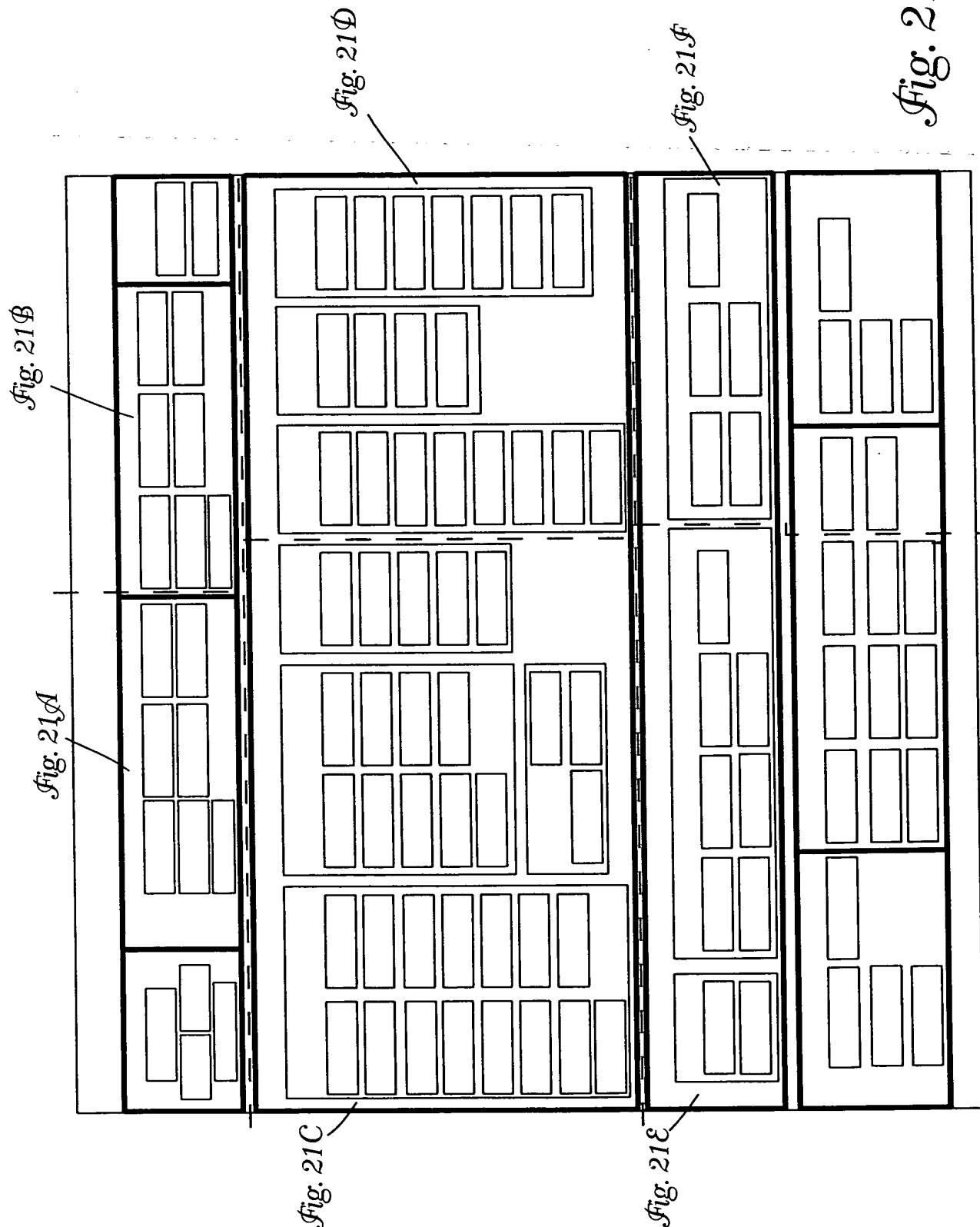


Fig. 20





Web Architecture Framework Base Chart

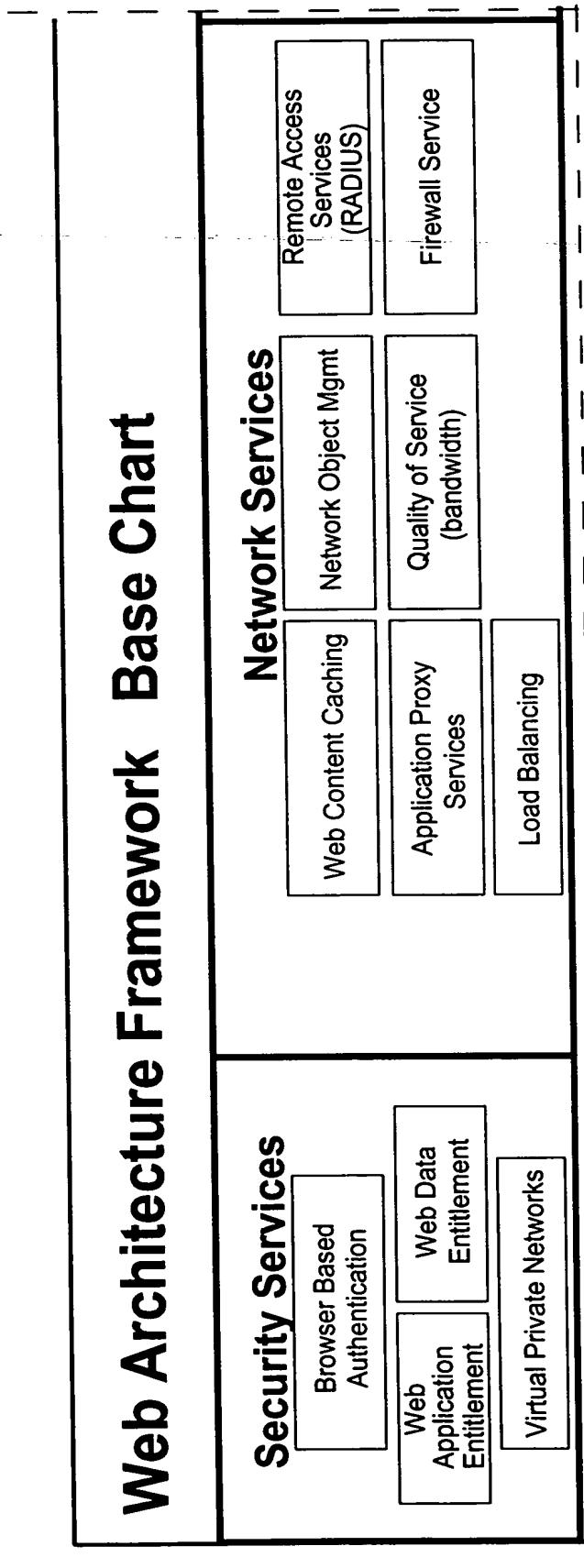


Fig. 21A

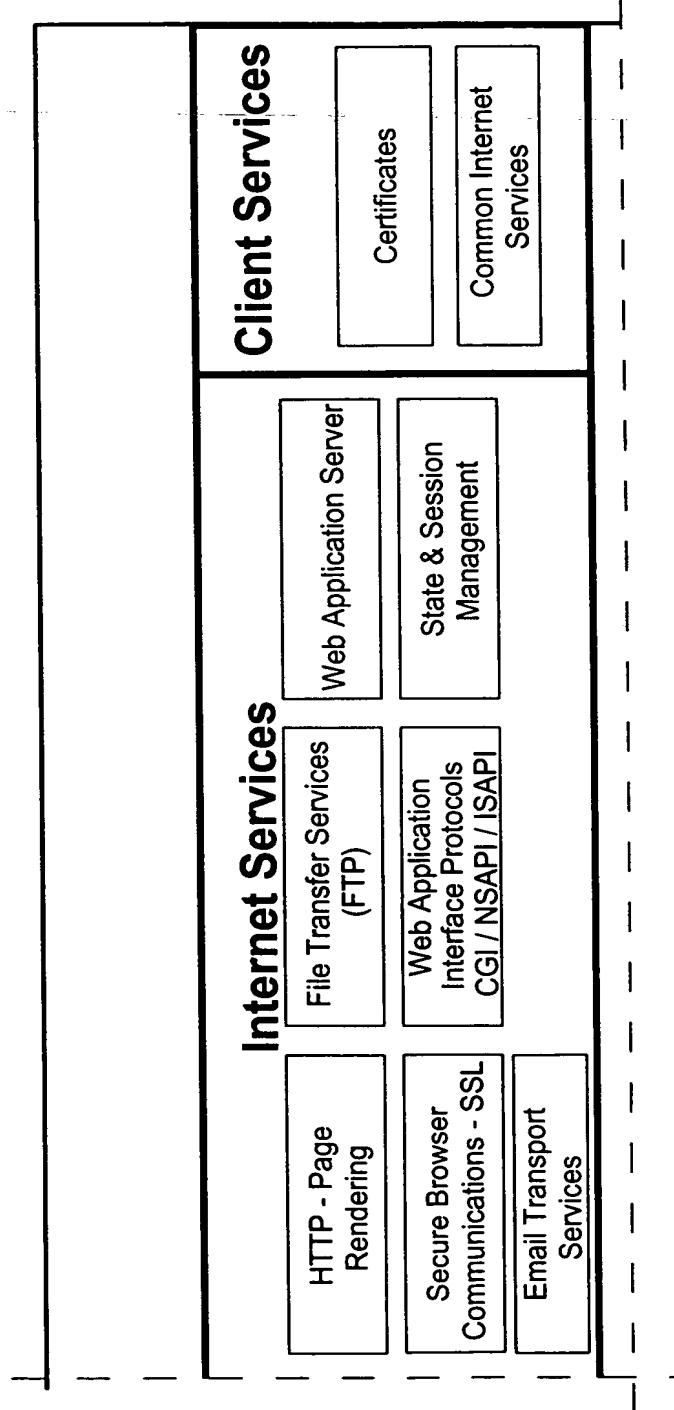


Fig. 21B

Web Application Services

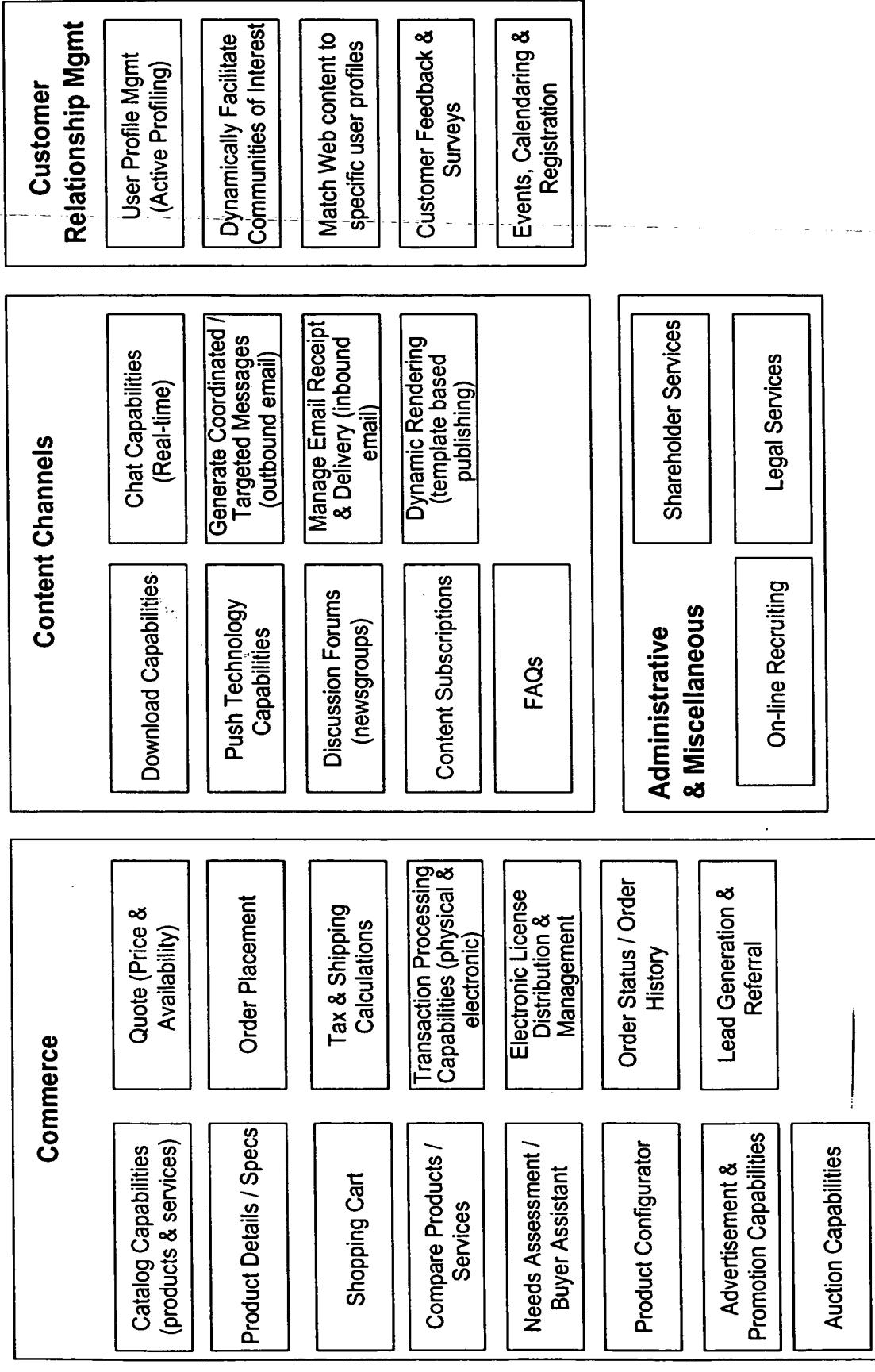
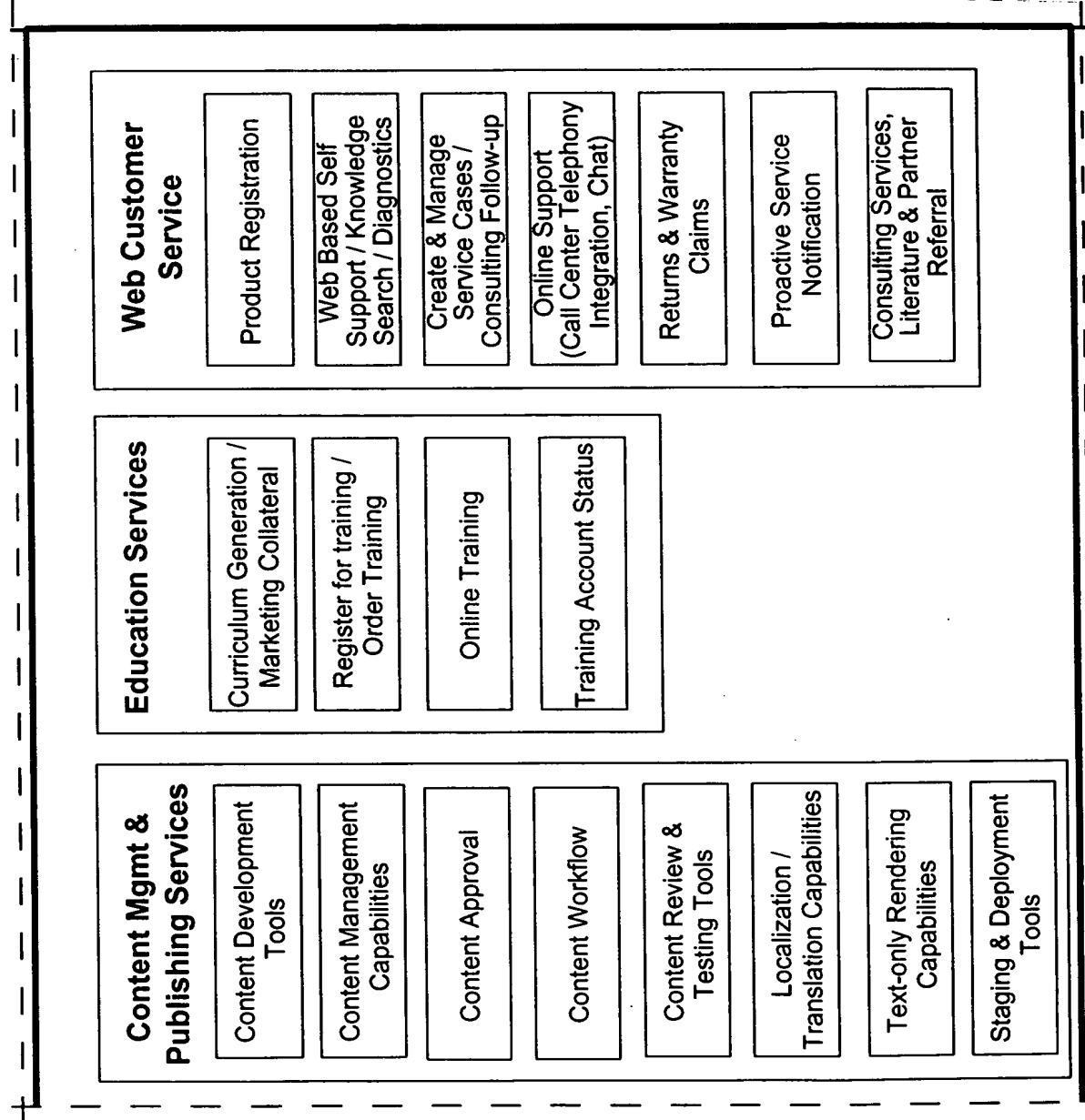


Fig: 21C

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Fig. 21D



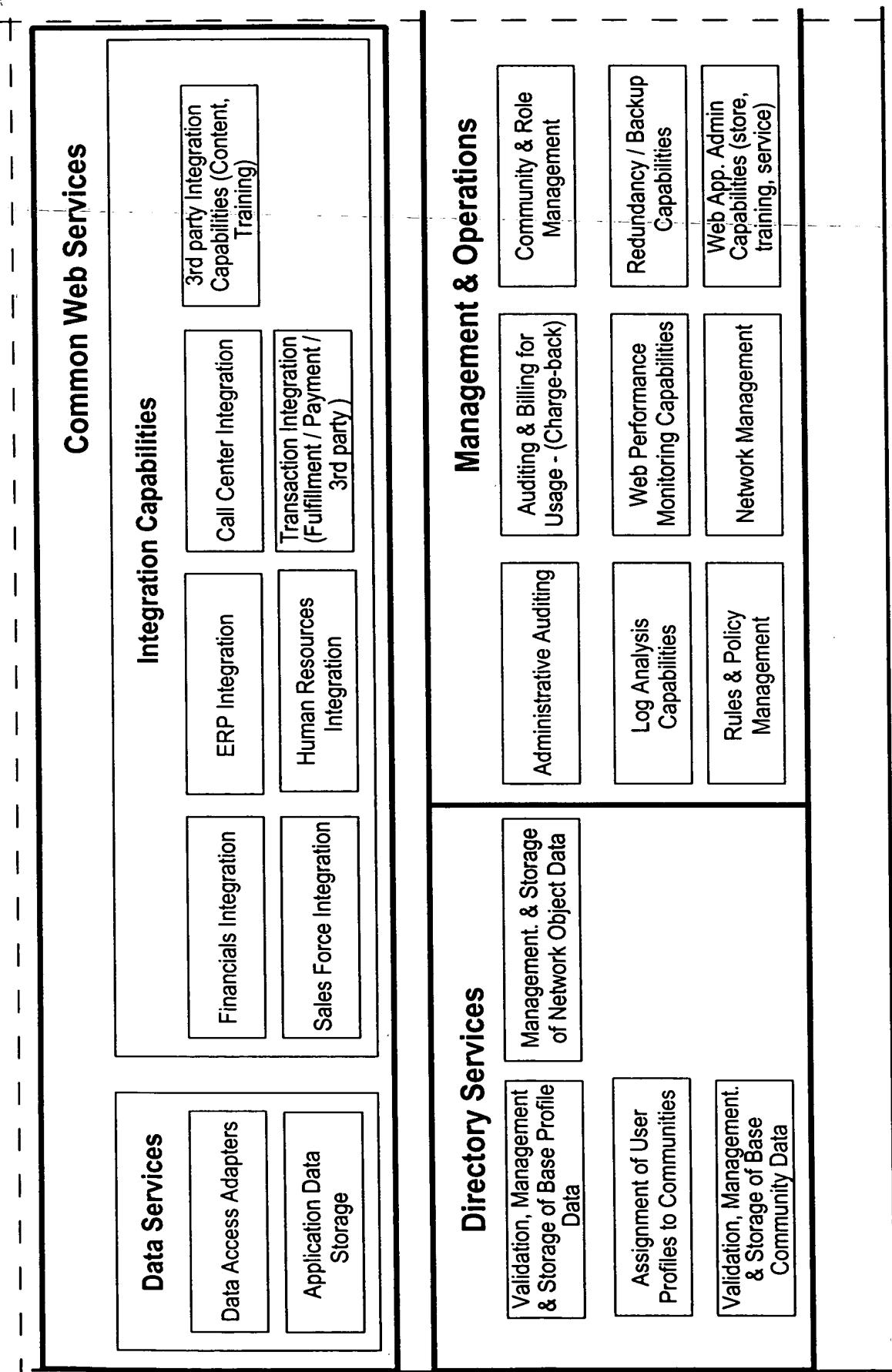


Fig. 21E

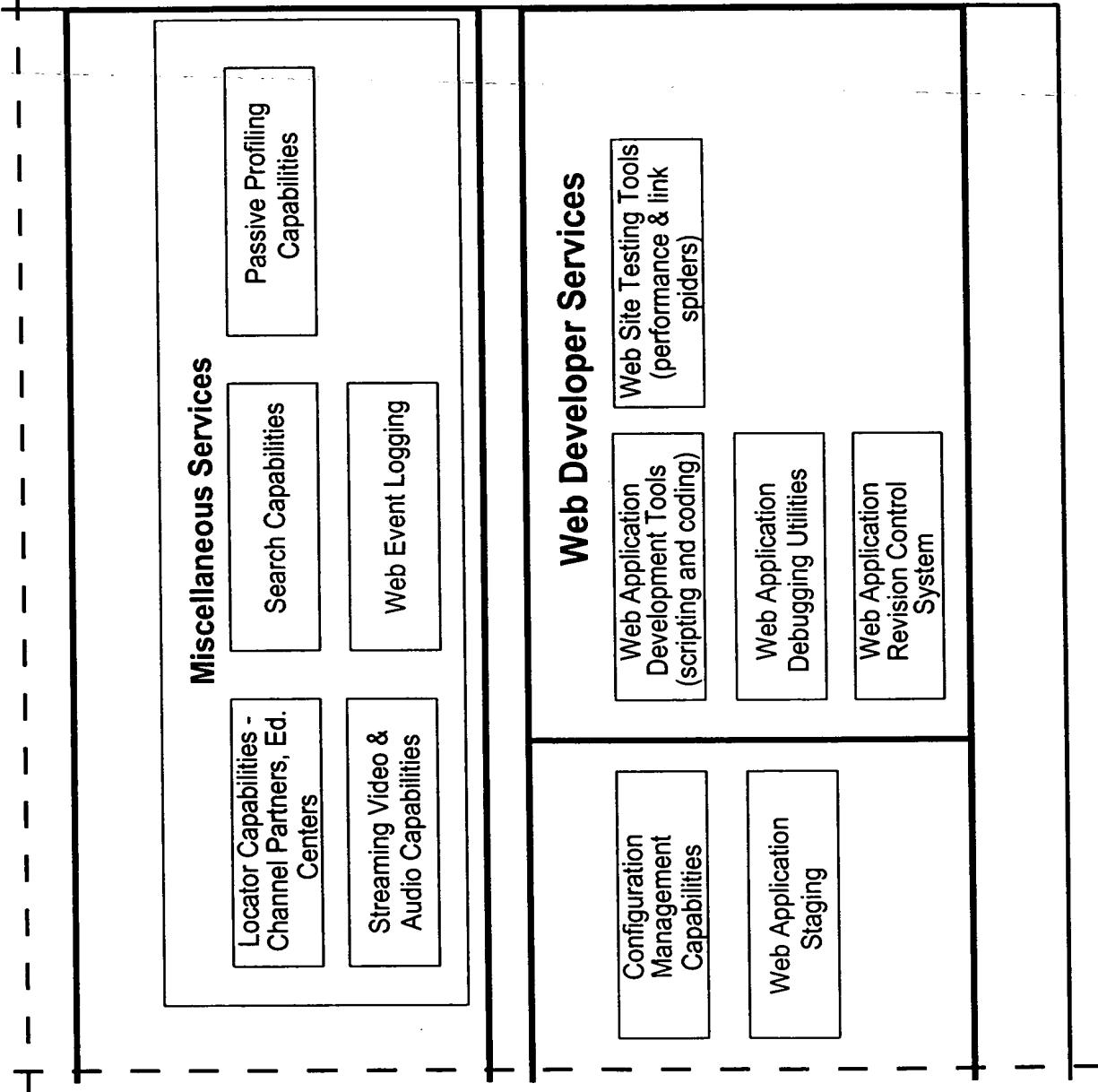


Fig. 21F

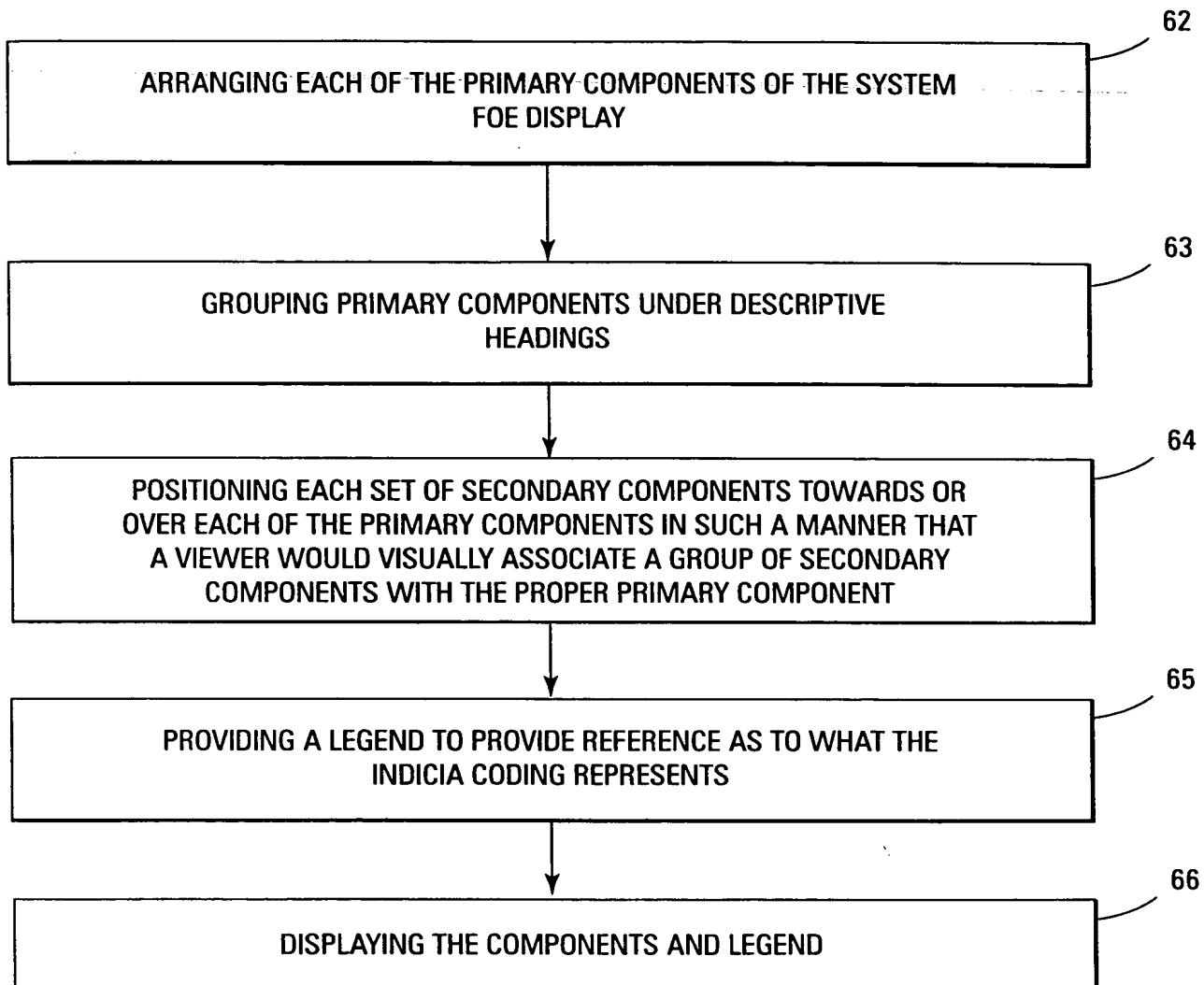


Fig. 22

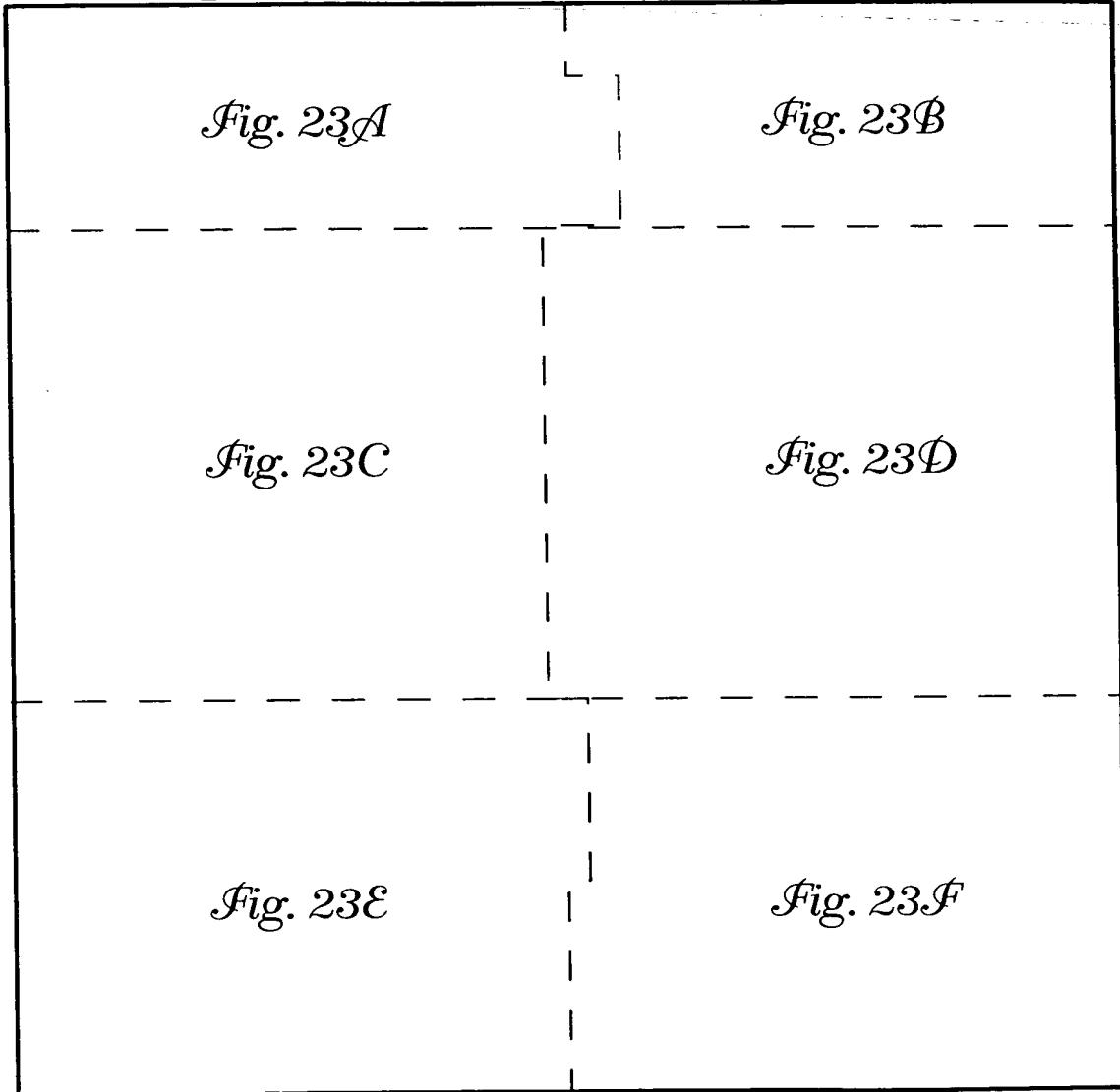


Fig. 23

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Web Architecture Framework - Today's Environment

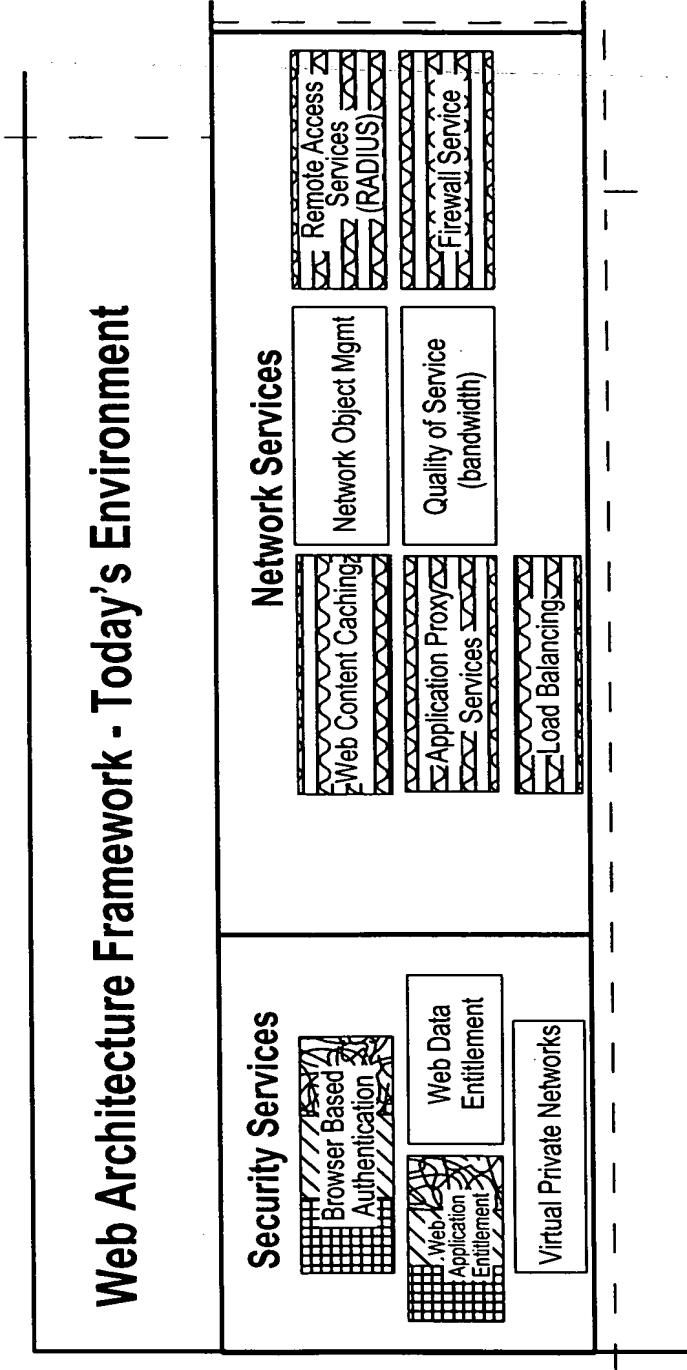


Fig. 23A

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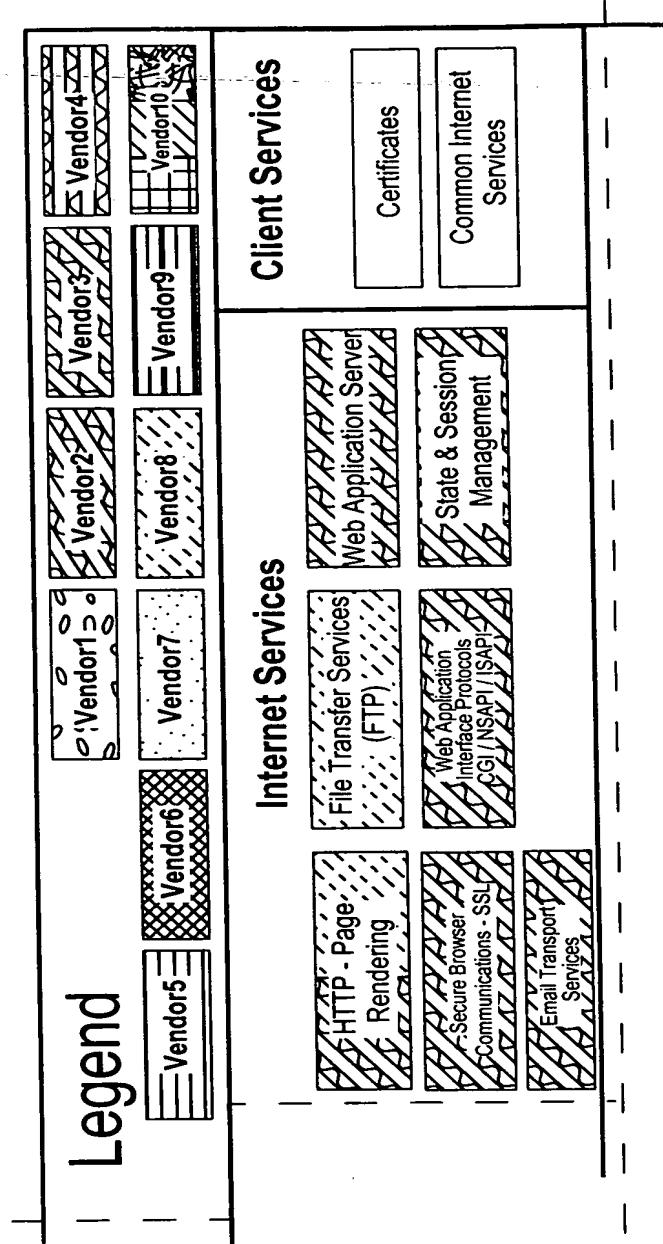


Fig. 23B



Web Application Services

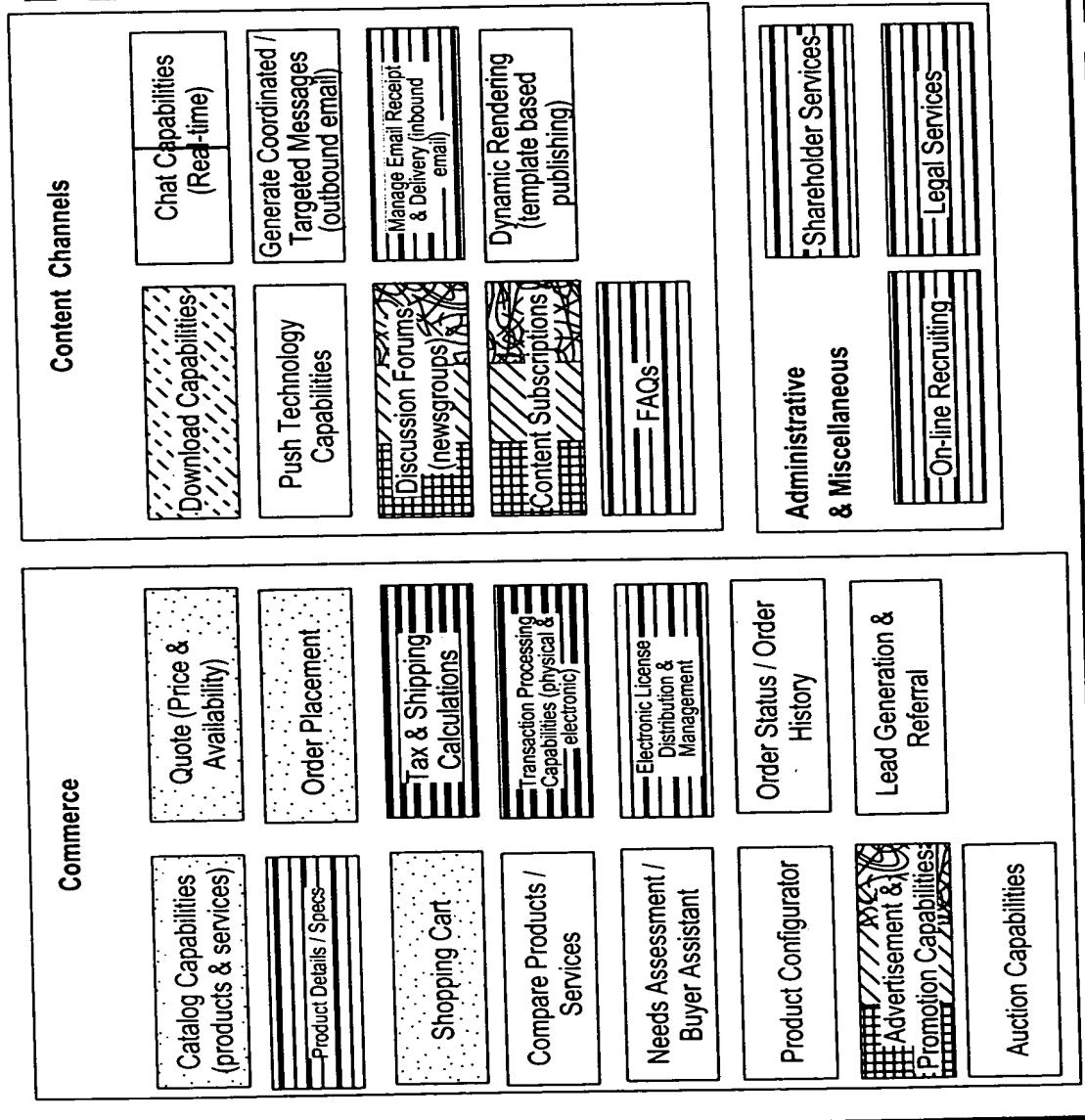


Fig. 23C

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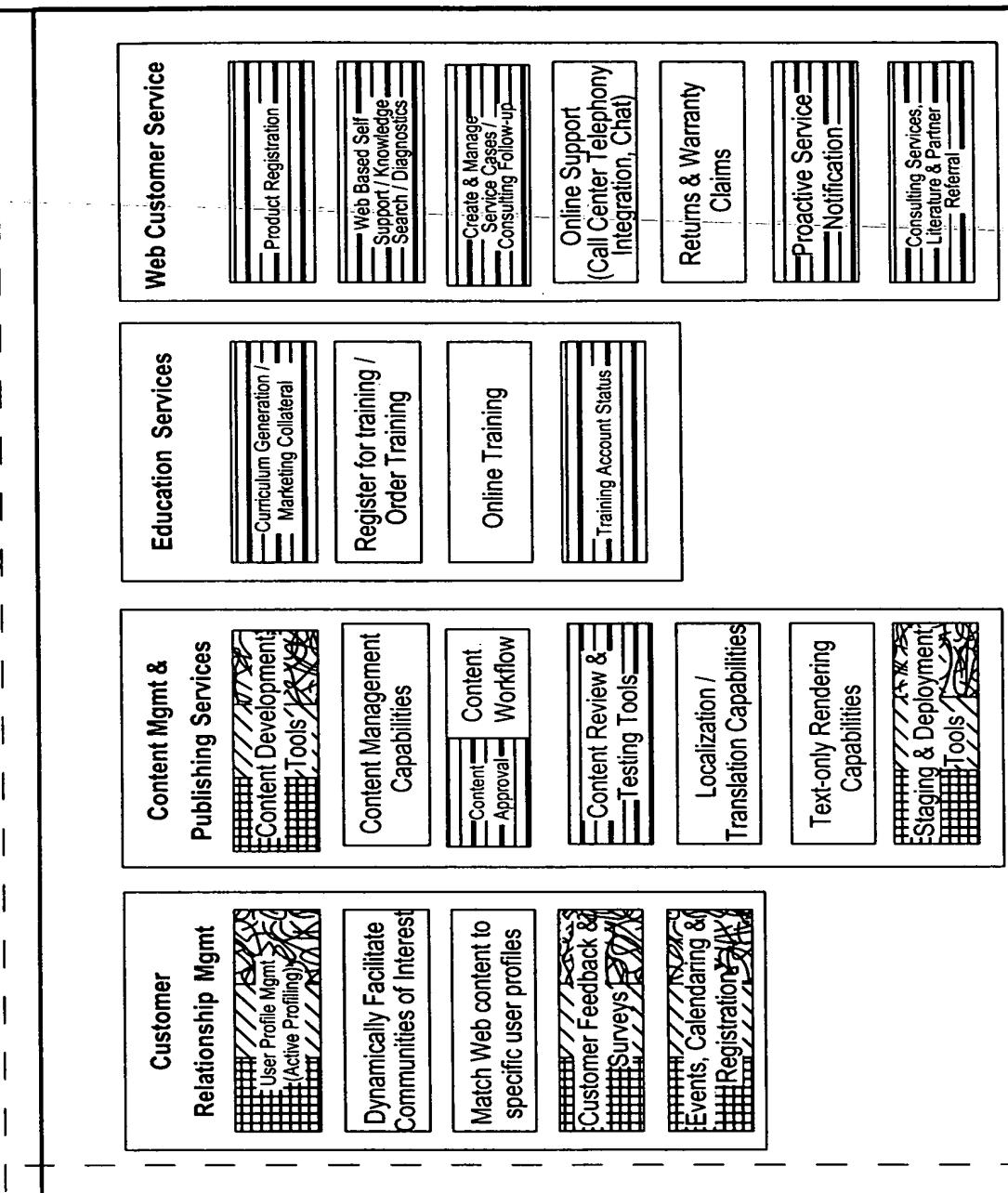


Fig. 23D

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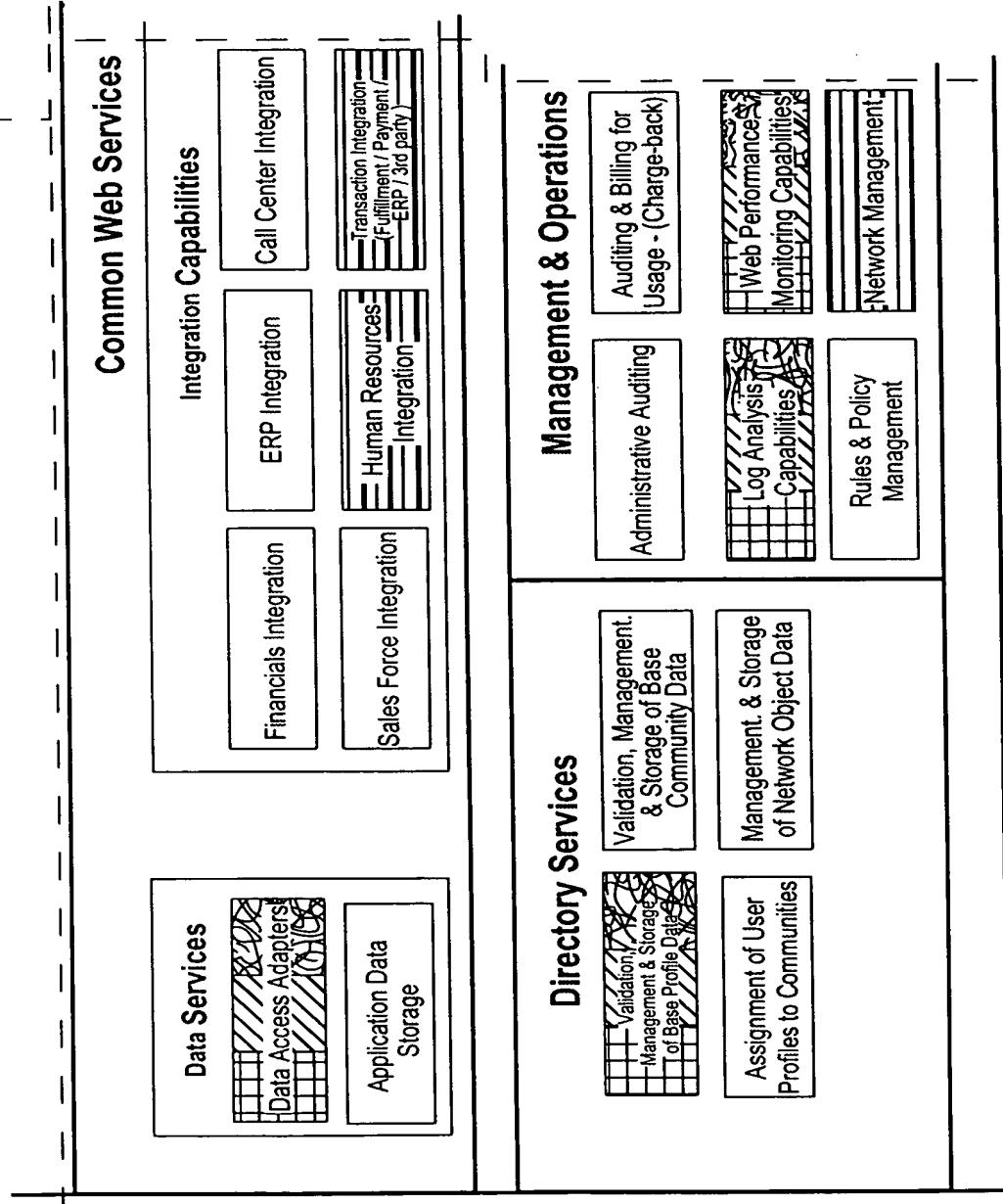


Fig. 23E

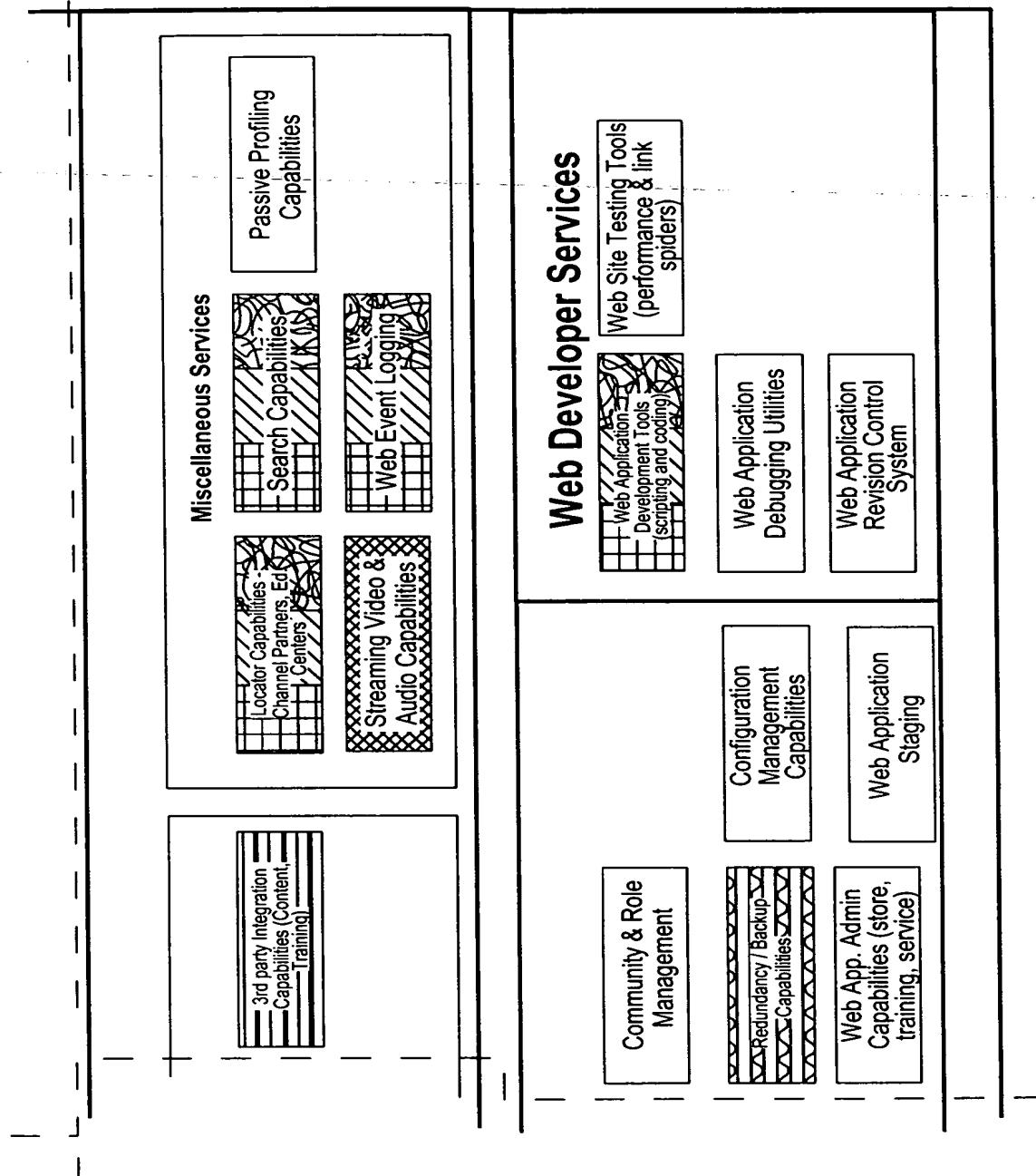


Fig. 23F

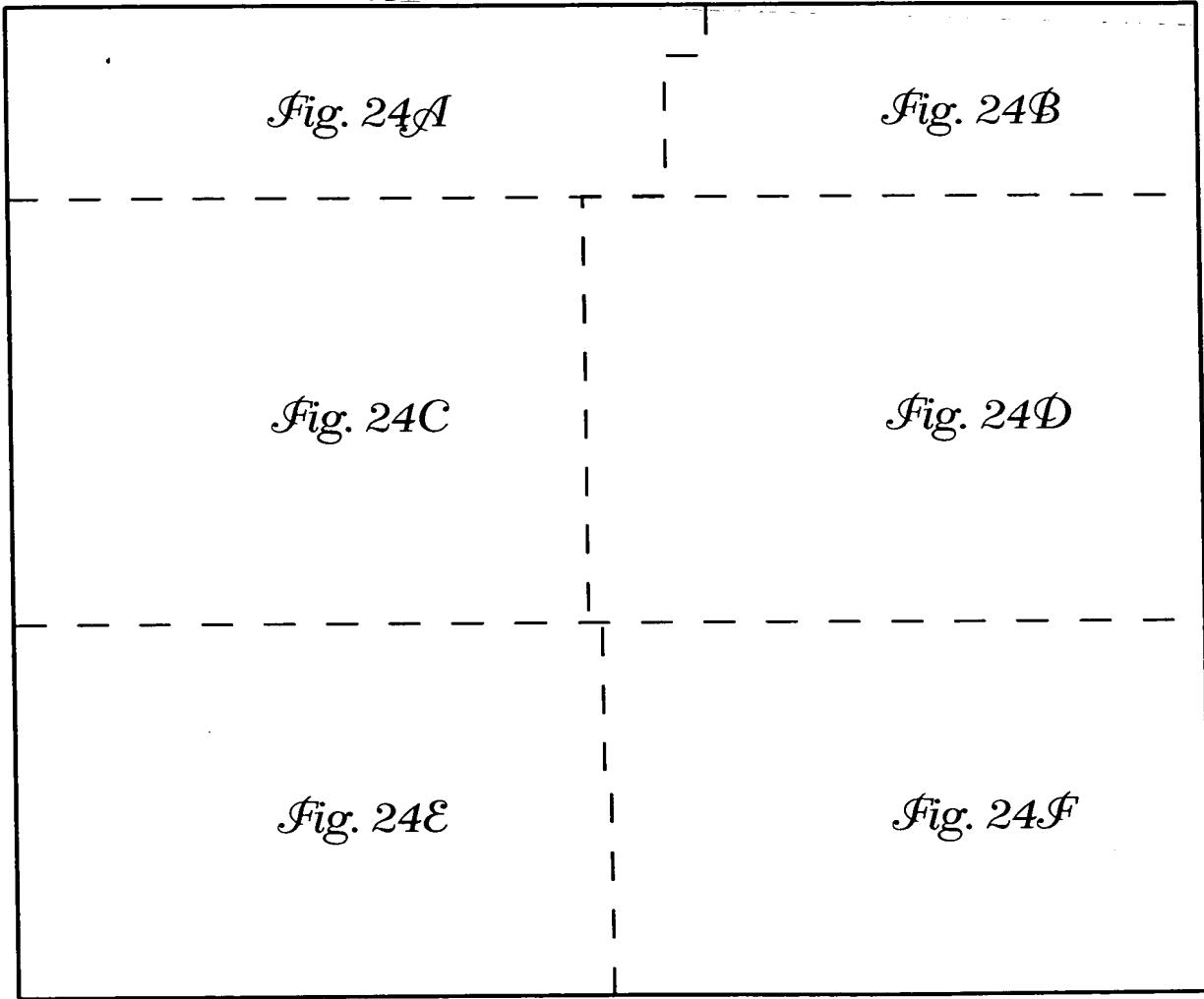


Fig. 24



Web Architecture Framework - Core Commerce Capabilities

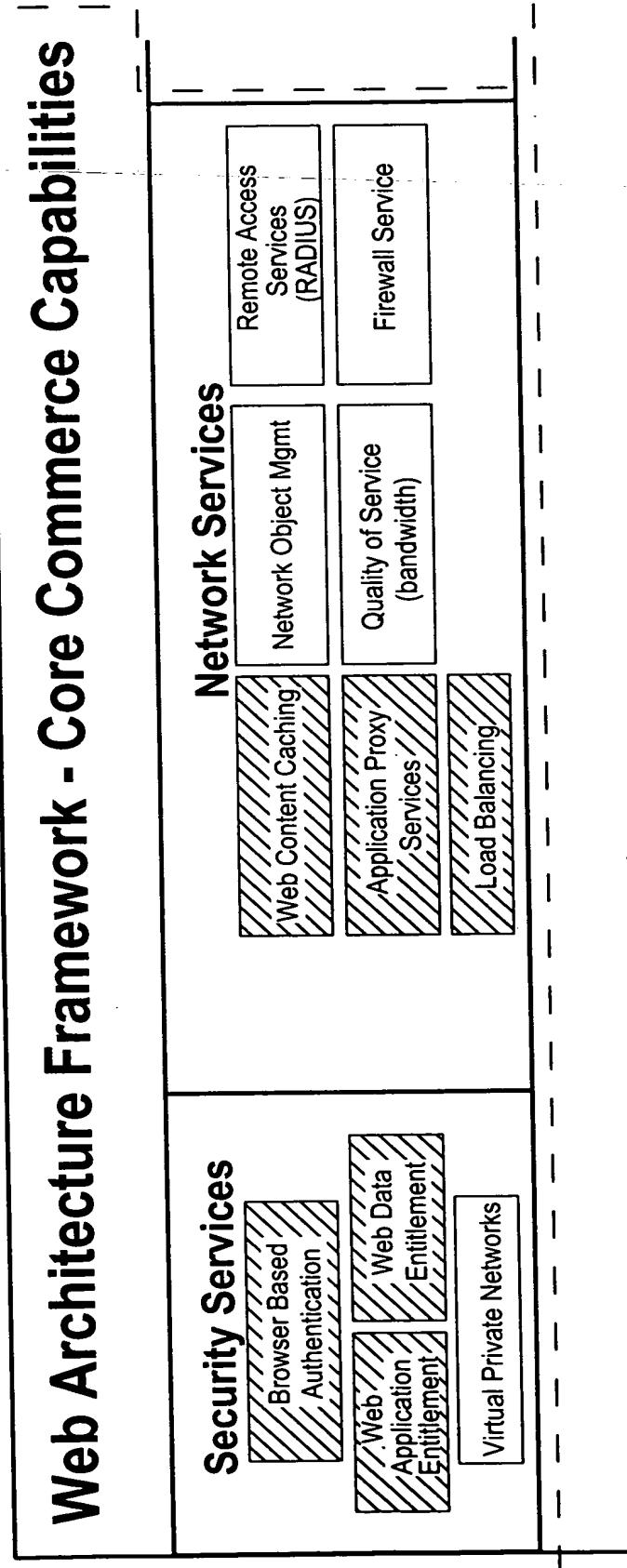


Fig. 24A

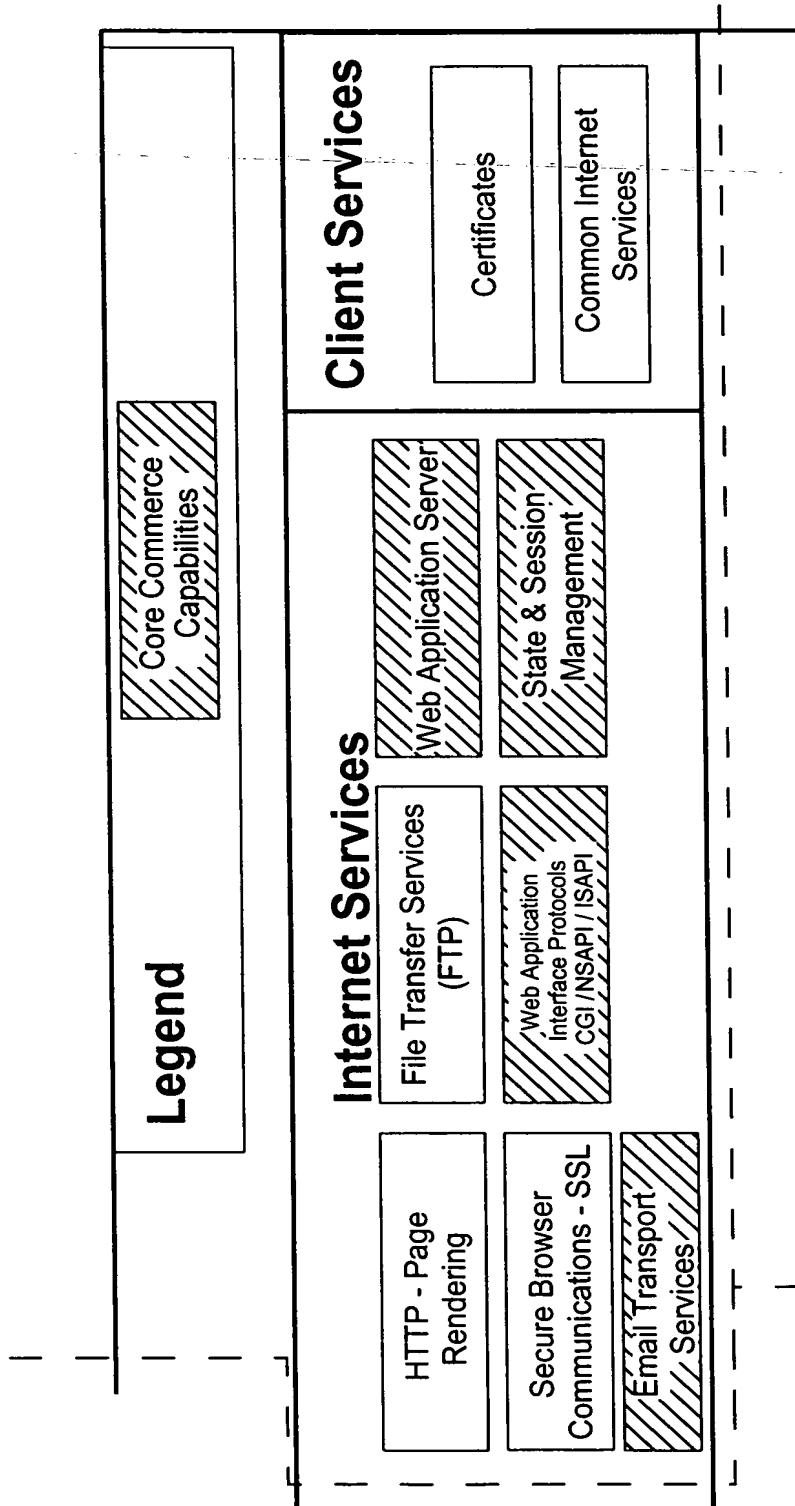


Fig. 24B



Web Application Services

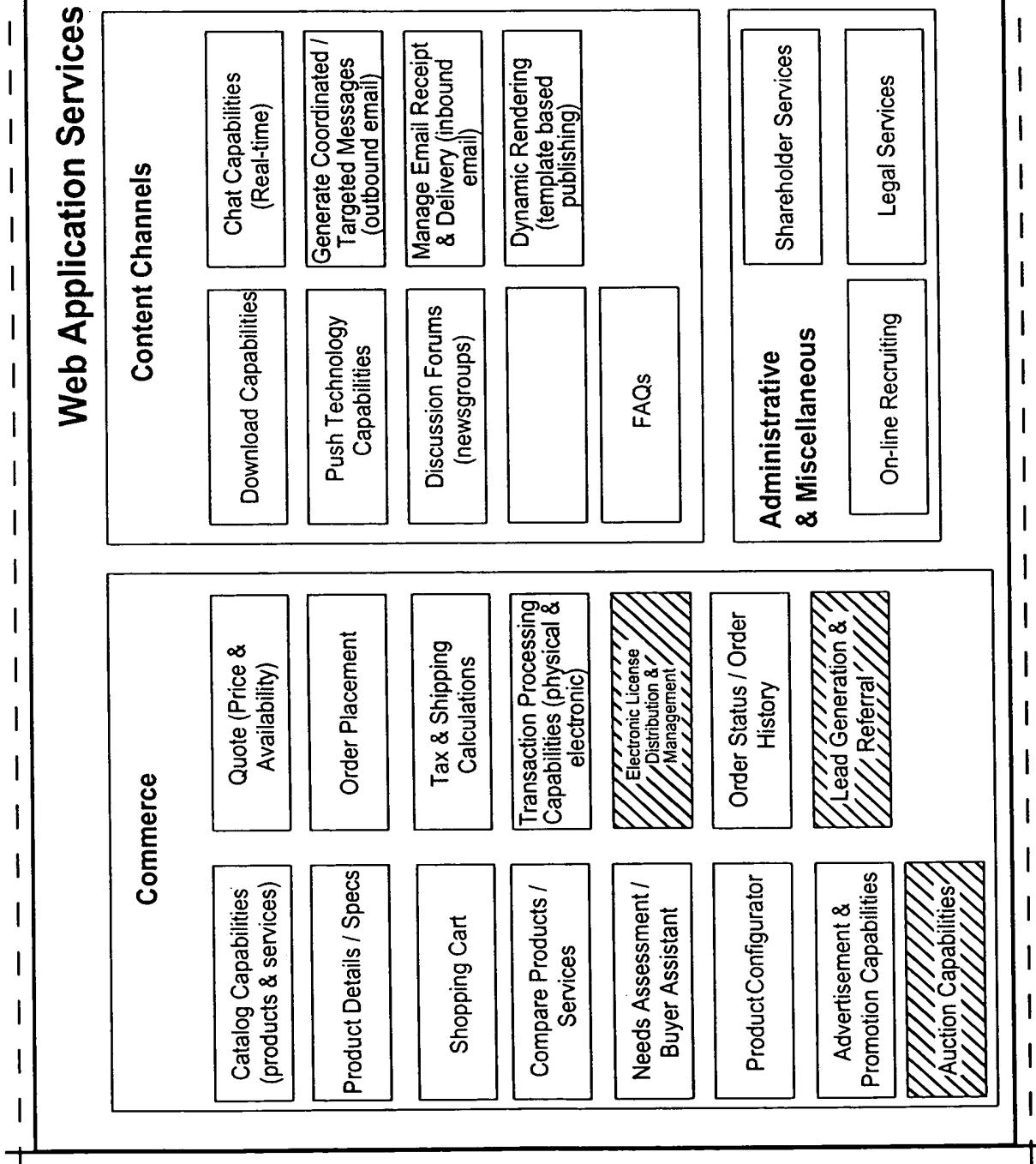


Fig. 24C

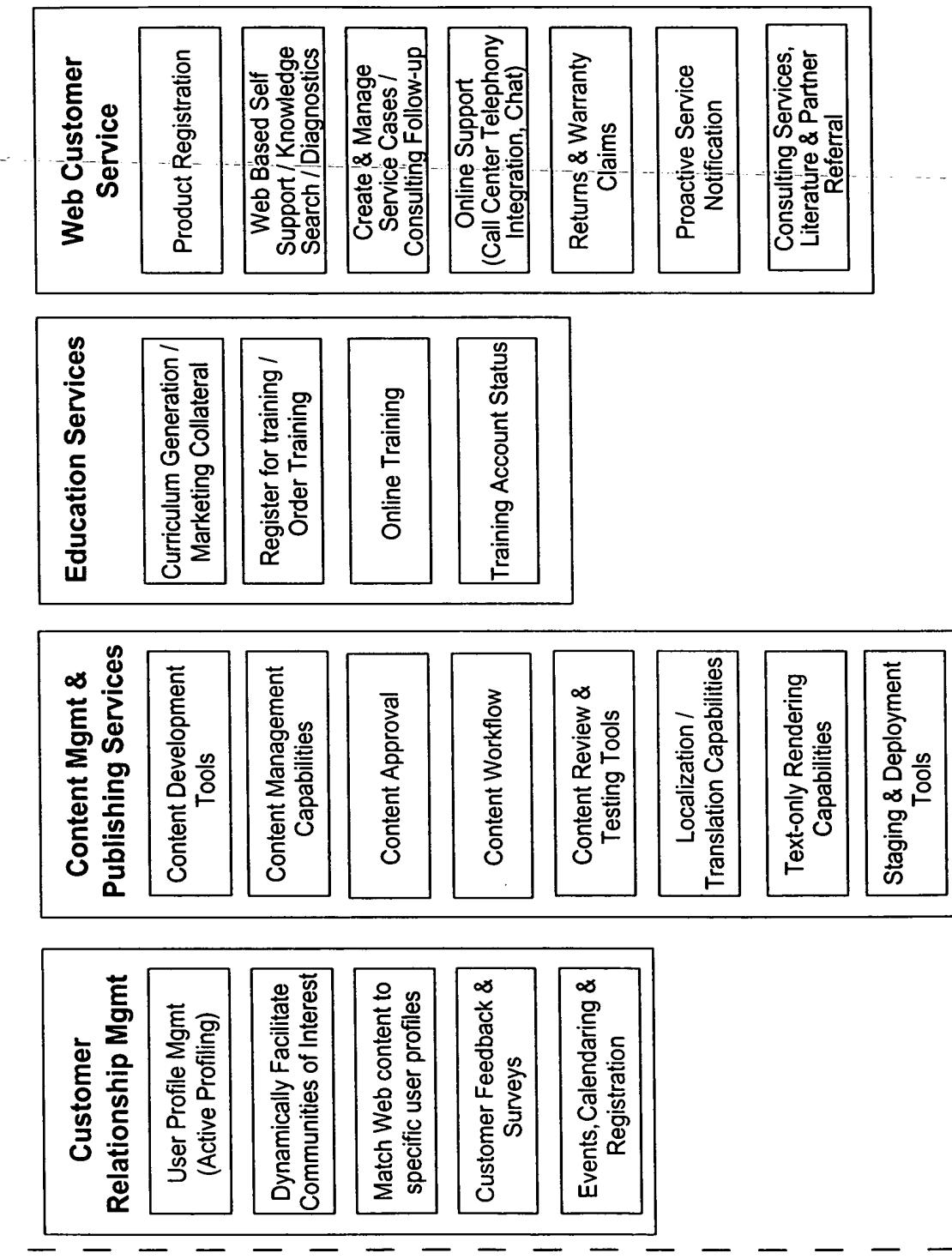


Fig: 24D

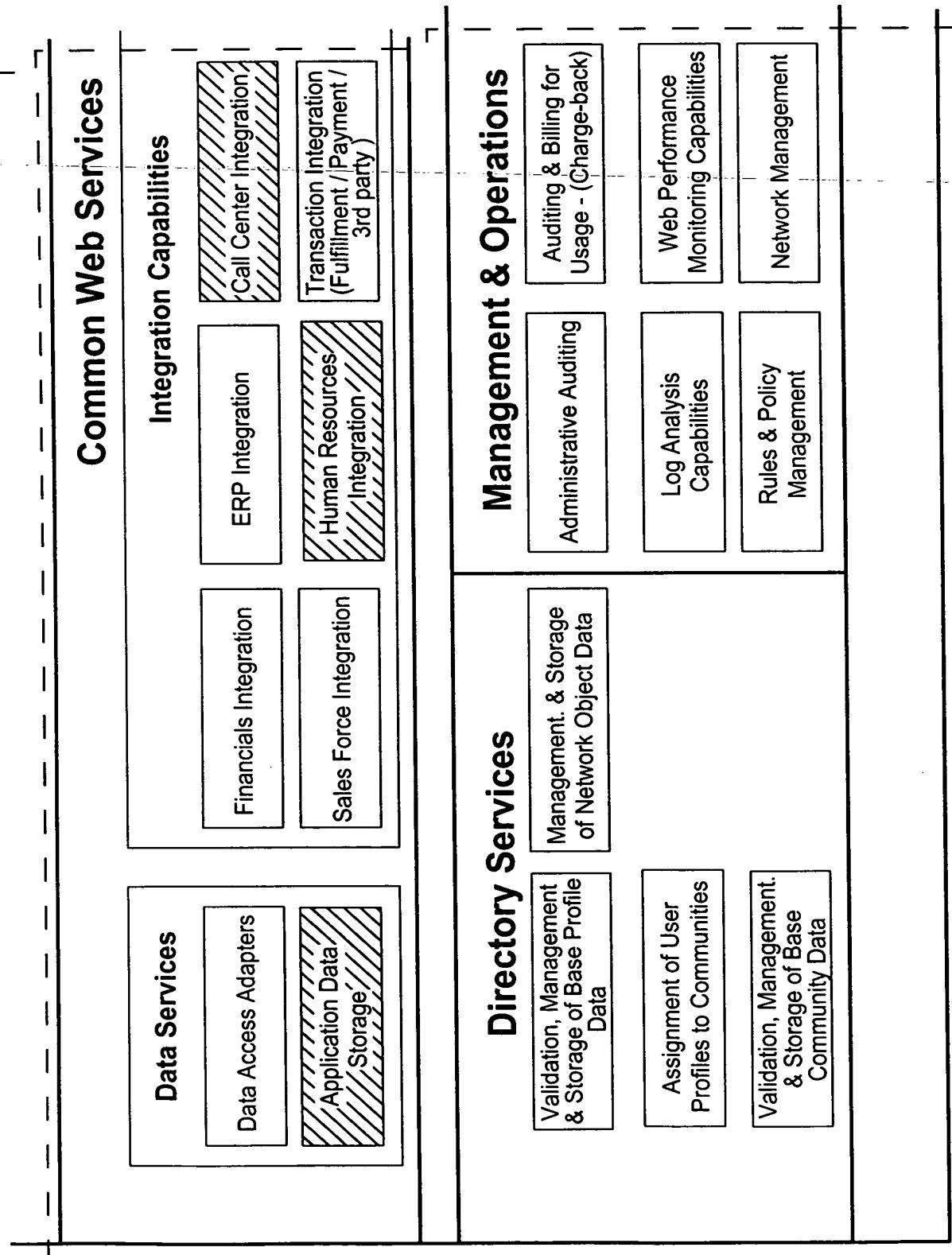


Fig. 24C

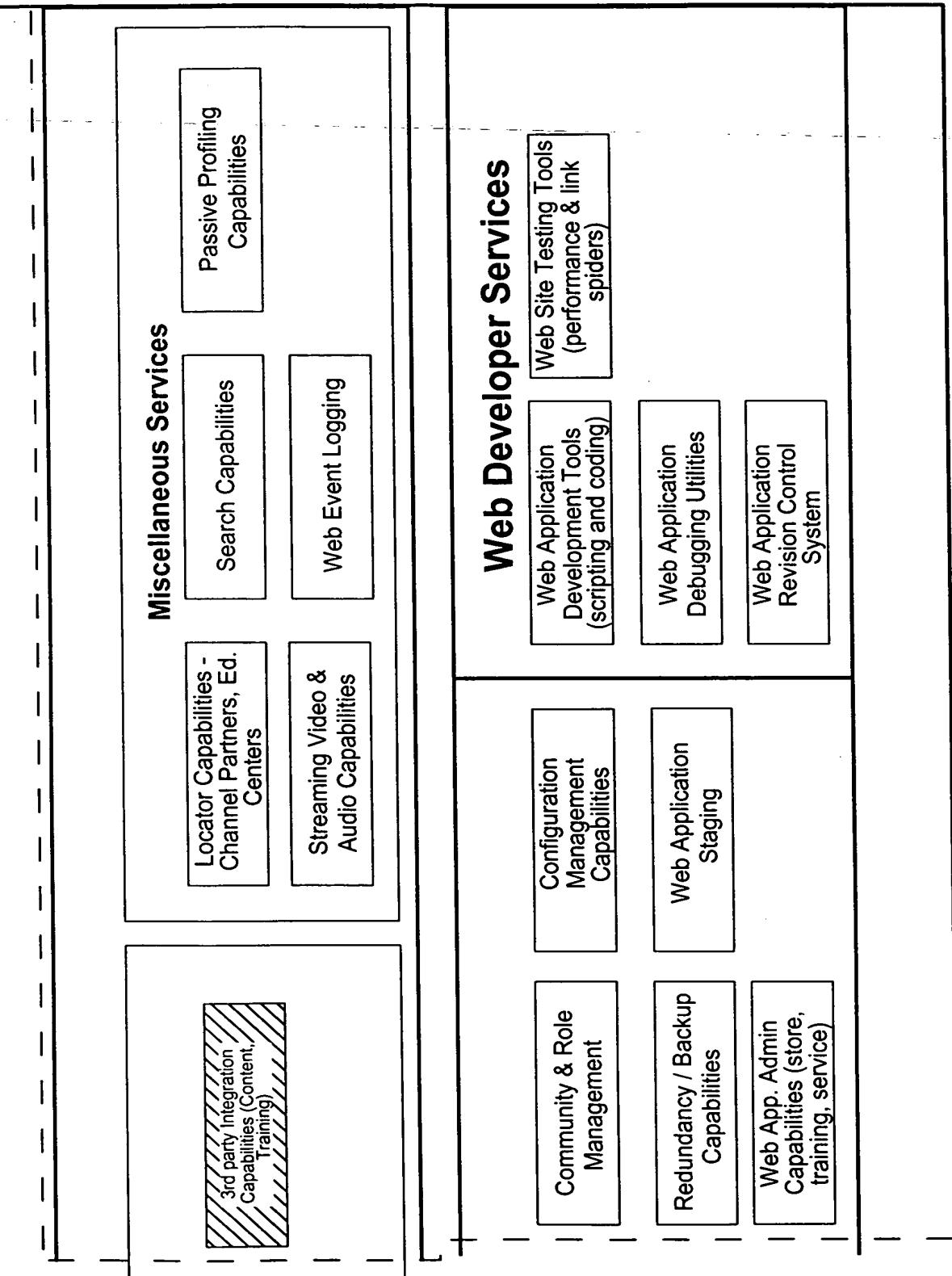


Fig. 24f

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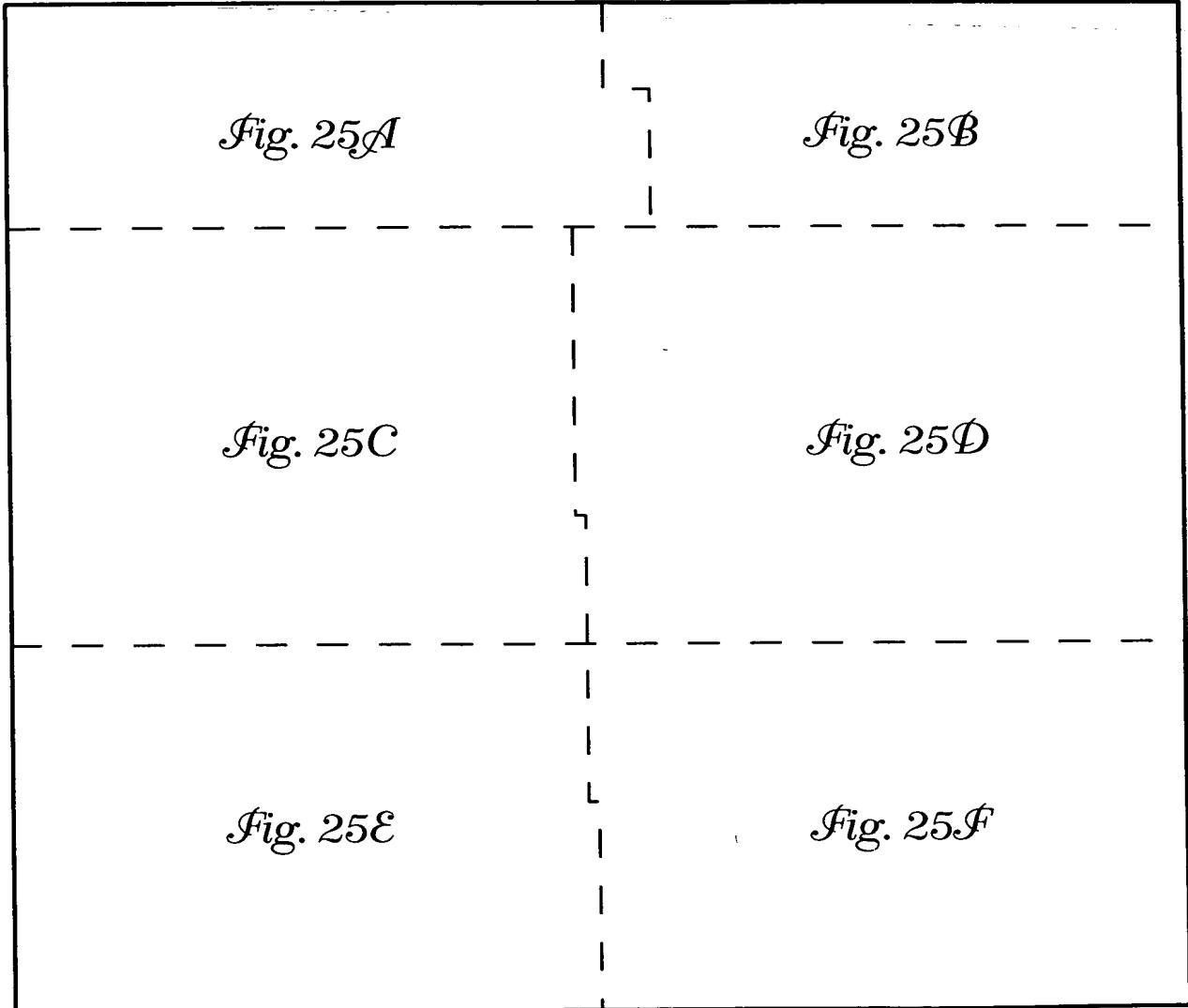


Fig. 25



Web Architecture Framework - Immediate Activities

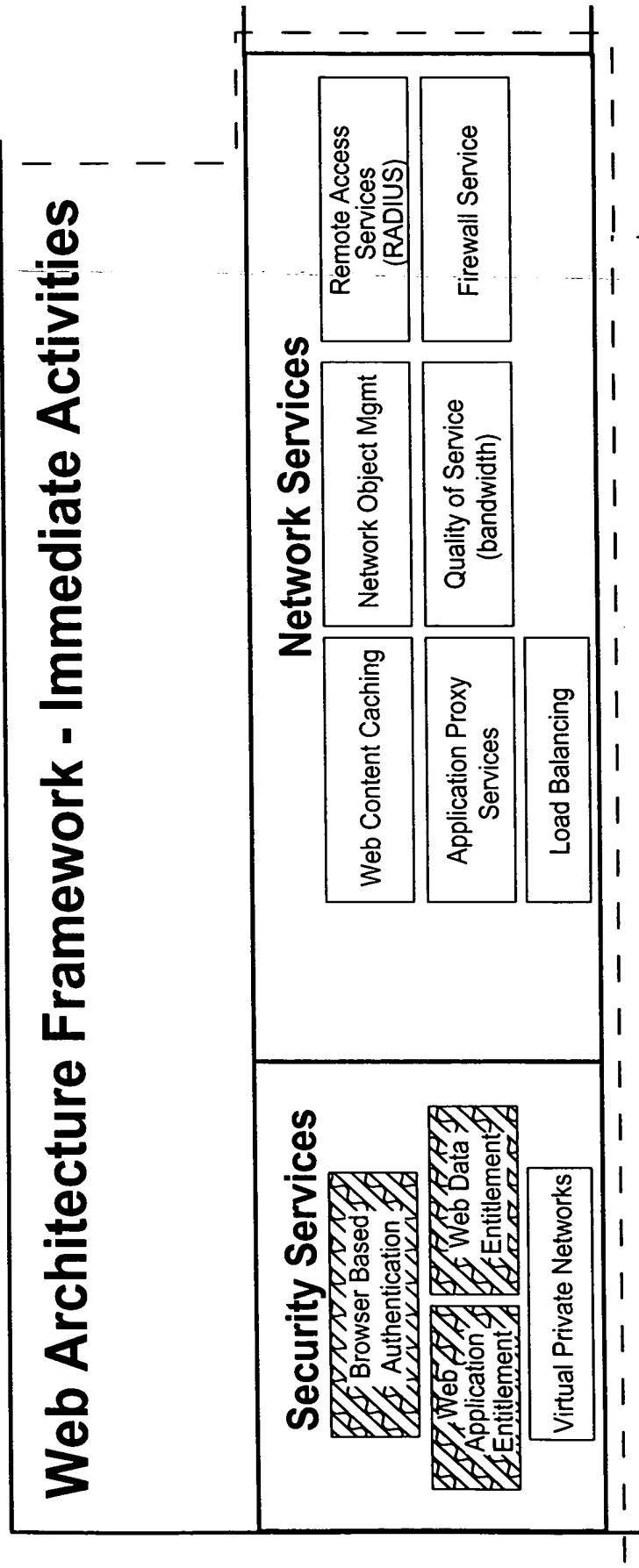


Fig: 25A

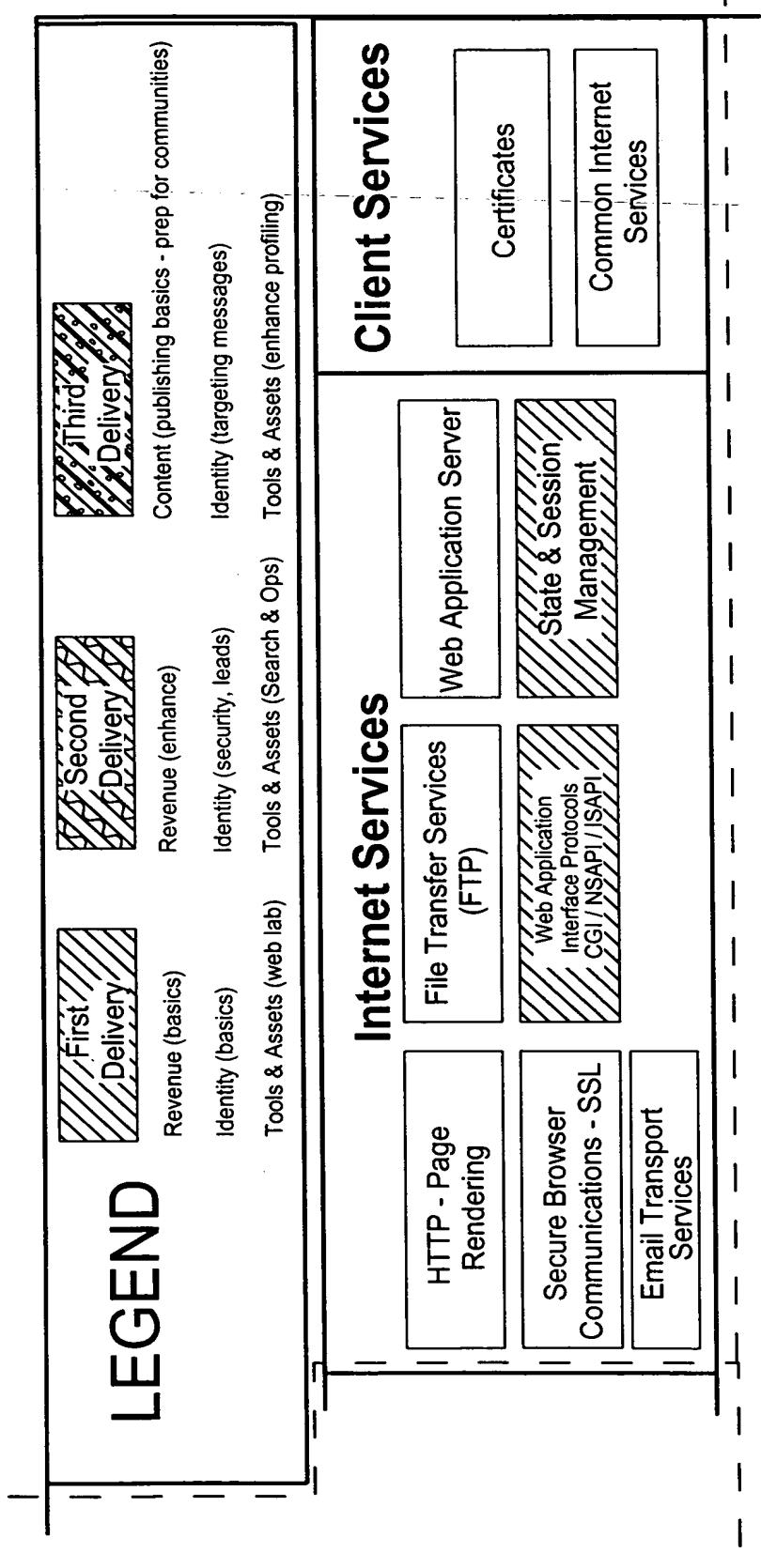
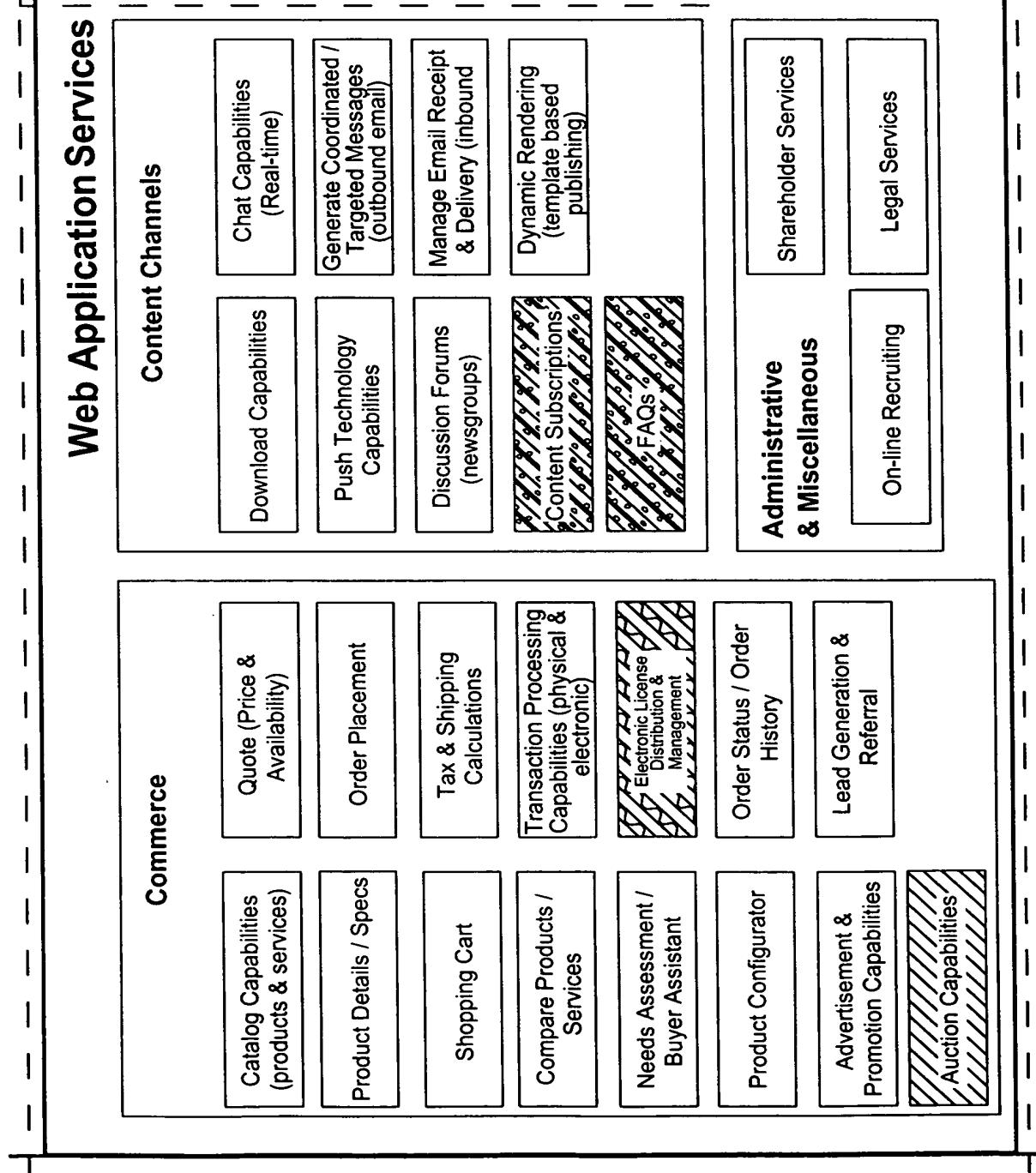


Fig. 25B



Fig. 25C



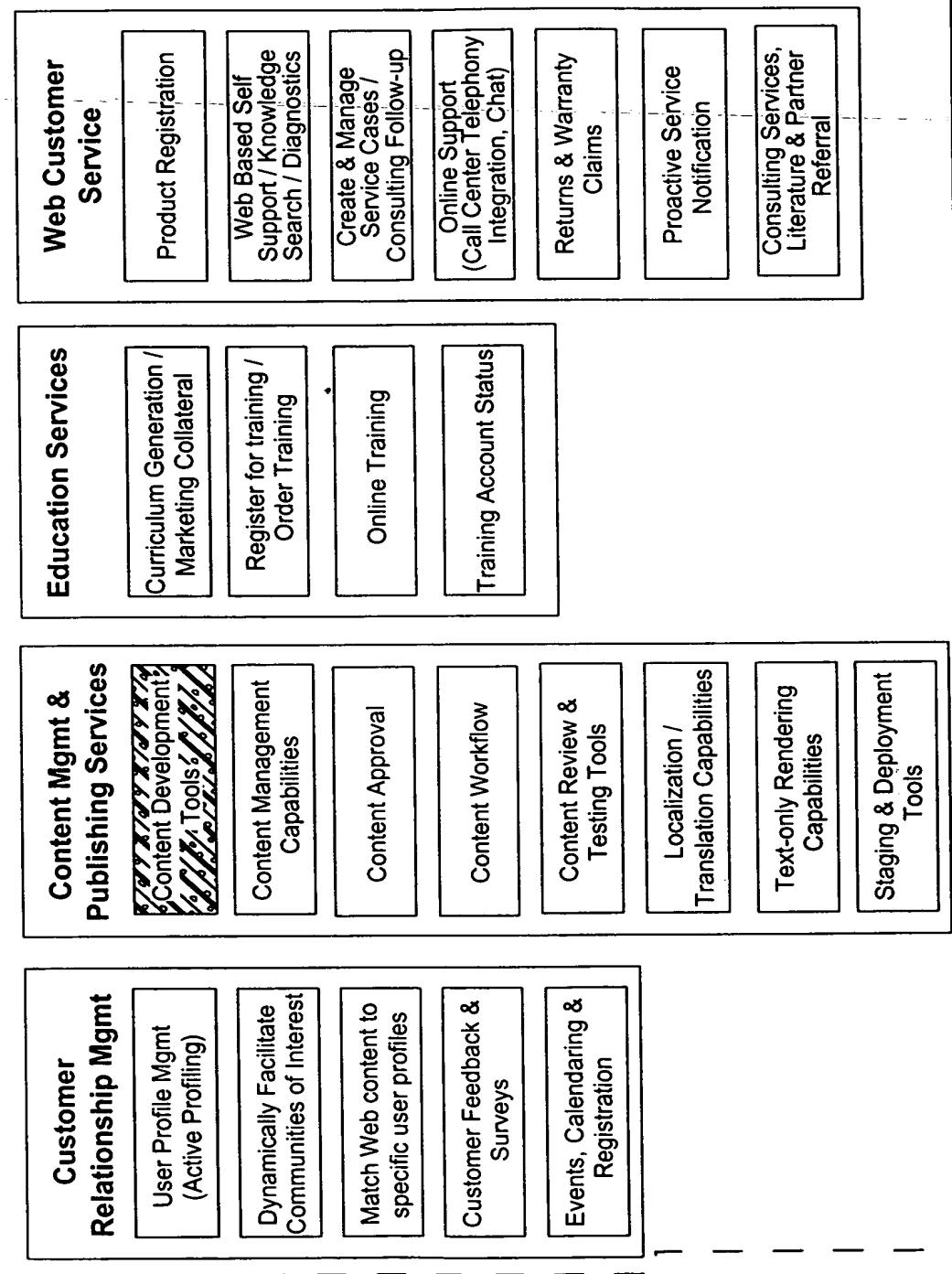


Fig. 25D

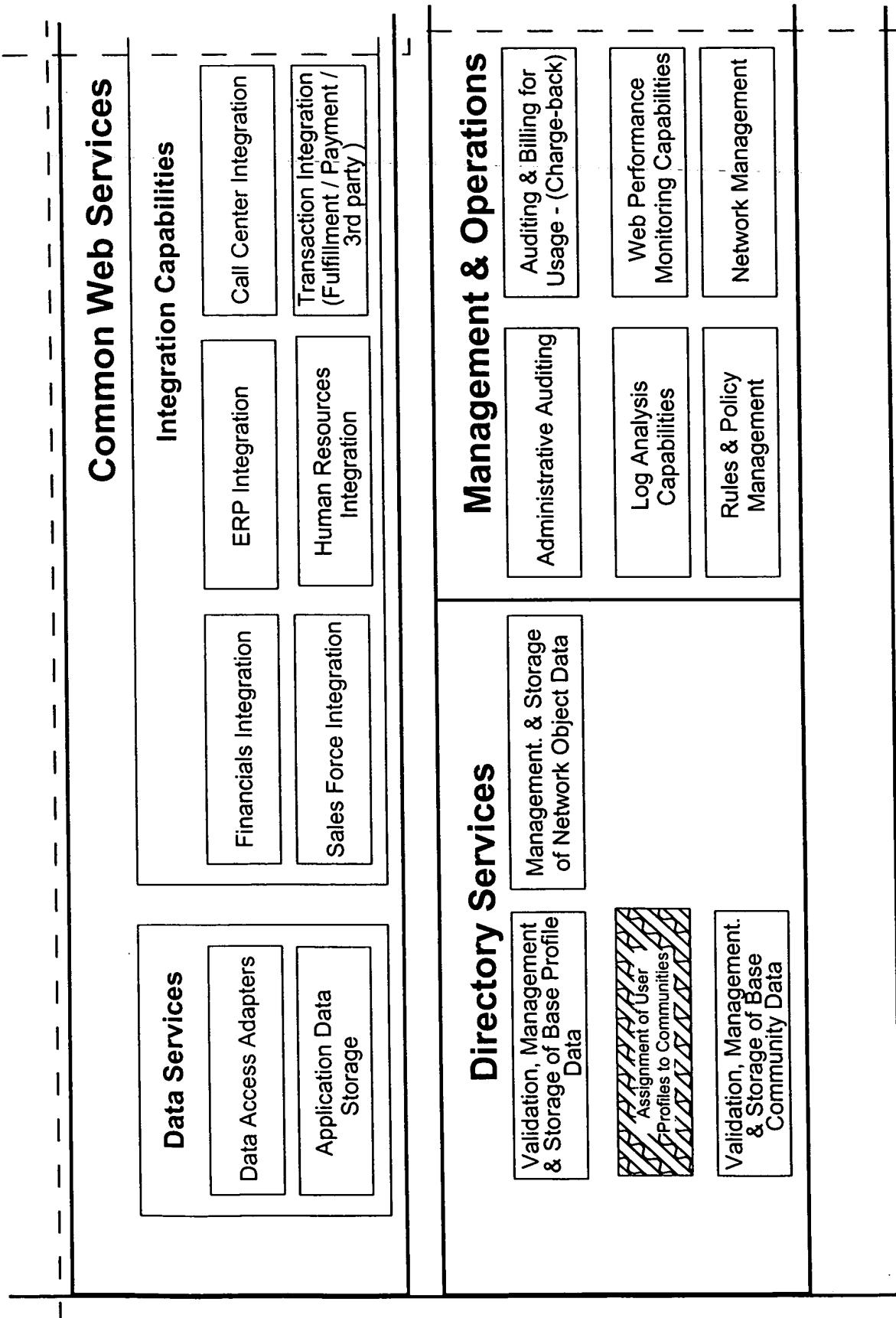


Fig. 25C

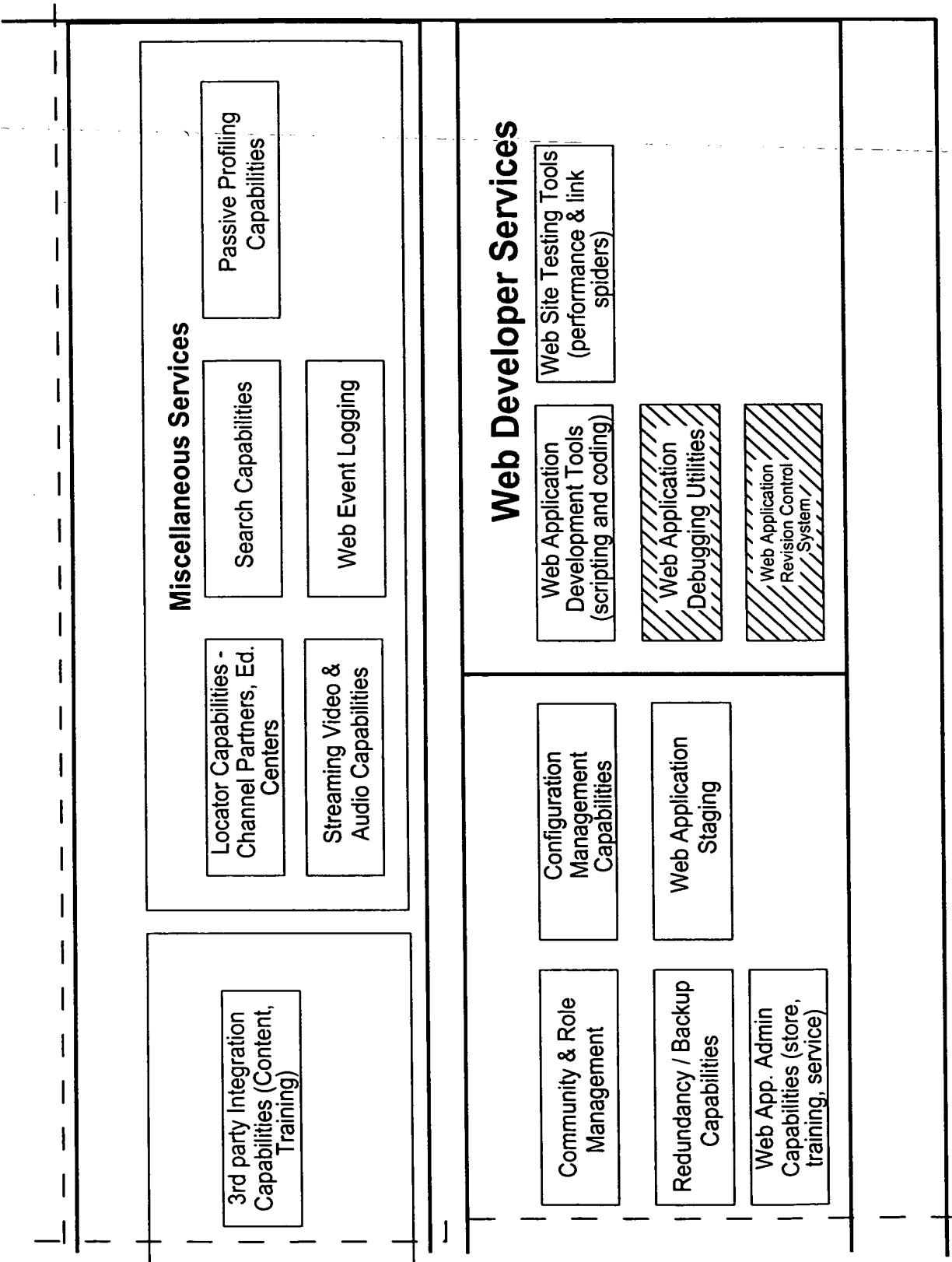


Fig. 25F

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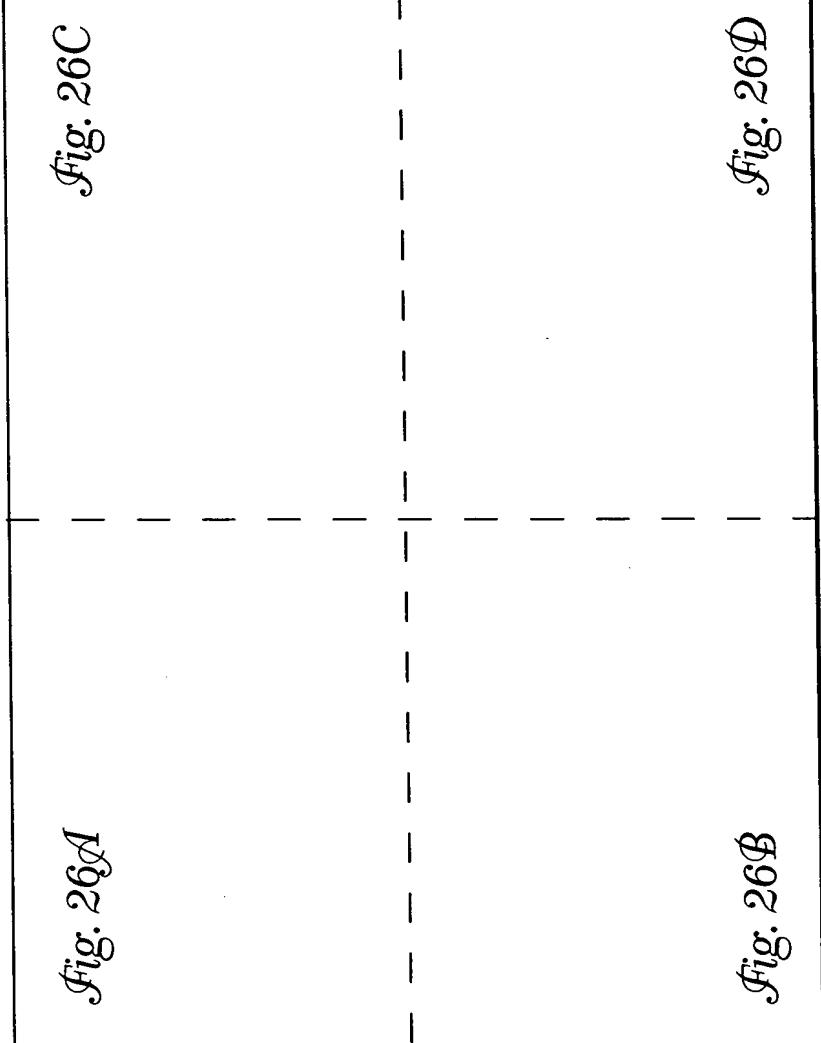
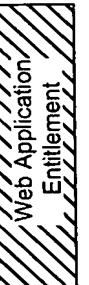




Fig. 26A

Core Commerce Capabilities - Infrastructure Services

<u>Core Capabilities</u>	<u>Existing Capabilities</u>
 Browser Based Authentication	<input type="checkbox"/> Verifies user identity using built-in browser functionality <input type="checkbox"/> Maintains authentication information throughout sessions <input type="checkbox"/> Utilizes centralized directory of profiles <input type="checkbox"/> Provides LDAP compatibility <input type="checkbox"/> Provides NDS compatibility
 Web Application Entitlement	<input type="checkbox"/> Restricts access to specific web applications based upon user privileges <input type="checkbox"/> Determines if a user or group of users have permission to perform an operation in a specific application <input type="checkbox"/> Utilizes centralized directory of profiles for entitlement data <input type="checkbox"/> Provides LDAP compatibility <input type="checkbox"/> Provides NDS compatibility
 Web Data Entitlement	<input type="checkbox"/> Restricts access to web content and data based upon user privileges <input type="checkbox"/> Determines if a user or group of users have permission to manipulate web data (create, read, update, delete) <input type="checkbox"/> Utilizes centralized directory of profiles for entitlement data <input type="checkbox"/> Provides LDAP compatibility <input type="checkbox"/> Provides NDS compatibility



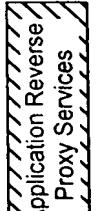
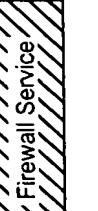
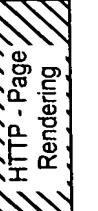
 <p>Web Content Caching</p> <ul style="list-style-type: none"> ■ Stores frequently requested web pages and graphics in a temporary location ■ Serves up previously cached content without accessing original source ■ Updates cache automatically to ensure integrity of content 	 <p>Application Reverse Proxy Services</p> <ul style="list-style-type: none"> ■ Passes requests from external clients to internal web servers and return results ■ Serves as trusted agent to access internal machines on the behalf of clients ■ Hides IP Addresses of machines inside a firewall from external clients ■ Provides configuration control over external access permissions 	 <p>Load Balancing</p> <ul style="list-style-type: none"> □ Spreads tasks among application servers using and intelligent load-balance scheme (CPU utilization) □ Provides a centralized task distribution mechanism for routing services □ Identifies servers that are off-line and re-route traffic 	 <p>Firewall Service</p> <ul style="list-style-type: none"> ■ Protects resources on a private network from users of other networks ■ Filters network traffic based on security rules □ Provides alarm notification of attacks ■ Provides logging and reporting functions ■ Provides port and traffic control 	 <p>HTTP - Page Rendering</p> <ul style="list-style-type: none"> □ Serves requested web pages and graphics from web servers to client web browsers □ Supports page rendering for multiple languages □ Supports multiple content sources (file system, databases, scripts) ■
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Fig: 26B



Fig. 26C

Core Capabilities	Legend:	■ Available Today	Existing Capabilities
Secure Browser Communications - SSL		<ul style="list-style-type: none"> ■ Provides encrypted communication with common web browsers ■ Supports the Secure Sockets Layer protocol 2.0 ■ Supports the Secure Sockets Layer protocol 3.0 	
File Transfer Services		<ul style="list-style-type: none"> ■ Transfers files between computers on the Internet using the standard File Transfer Protocol (FTP) ■ Stores files on a file system or database ■ Provides mechanism to manage access control for files on a FTP server 	<ul style="list-style-type: none"> ■ Supports Common Gateway Interface (CGI) protocol ■ Supports Netscape API (NSAPI) protocol ■ Supports Microsoft's API (ISAPI) protocol □ Provides alternative to the interface mechanism that may be used
Web Application Interface Protocols CGI/ISAPI/ISAPI			<ul style="list-style-type: none"> □ Executes web application logic □ Utilizes user session information to support interactive applications □ Provides scalability features □ Provides fail-over features □ Provides application programming logic



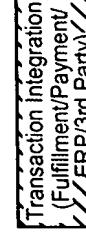
	<ul style="list-style-type: none"> ■ Provides mechanism to note and remember one or more preceding events in a given sequence of interactions with the user or application □ Tracks state and session information □ Manages multiple independent sessions simultaneously active ■ Supports Client Cookies ■ Supports Client URL Encoding □ Supports Server Information with Client Cookies ■ Supports Server Information with URL Session Identifiers
	<ul style="list-style-type: none"> □ Provides adapter or mechanism to communicate and transfer data at the functional level with Oracle Financials via API's □ Supports Oracle's API sets for external integration □ Supports Data Access Adapter capabilities
	<ul style="list-style-type: none"> □ Provides adapter or mechanism to communicate and transfer data at the functional level with Siebel via API's □ Supports Siebel's API sets for external integration □ Supports Data Access Adapter capabilities
	<ul style="list-style-type: none"> ■ Provides adapter or mechanism to transfer transactional information to a fulfillment house, payment processing center, enterprise resource planning system or other third party ■ Provides reporting and logging functions to detect communication errors
	<ul style="list-style-type: none"> □ Provides adapter or mechanism to communicate with external systems that provide additional content such as catalog information □ Provides reporting and logging functions to detect communication errors
	<ul style="list-style-type: none"> □ Provides adapter or mechanism to communicate with external systems that provide additional content such as catalog information □ Provides reporting and logging functions to detect communication errors

Fig. 26D



Inventor: GUHEEN ET AL.
Docket No.: 8567.108US01
Title: WEB-BASED ARCHITECTURE SALES TOOL (AS AMENDED)
Serial No.: 09/322,073
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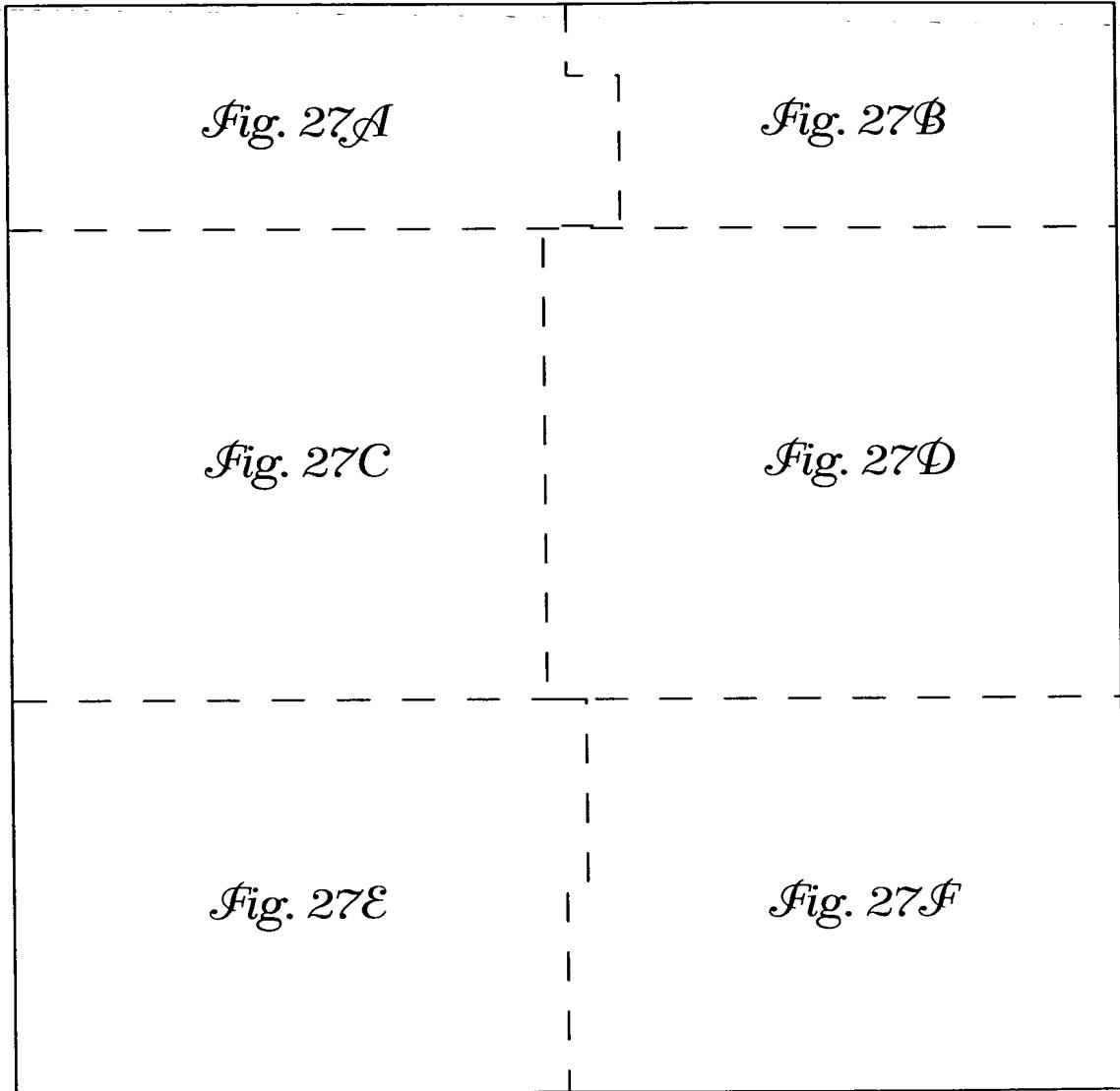


Fig. 27



Business1-Business2-Business3 Alliance Customer Facing Web Architecture Framework

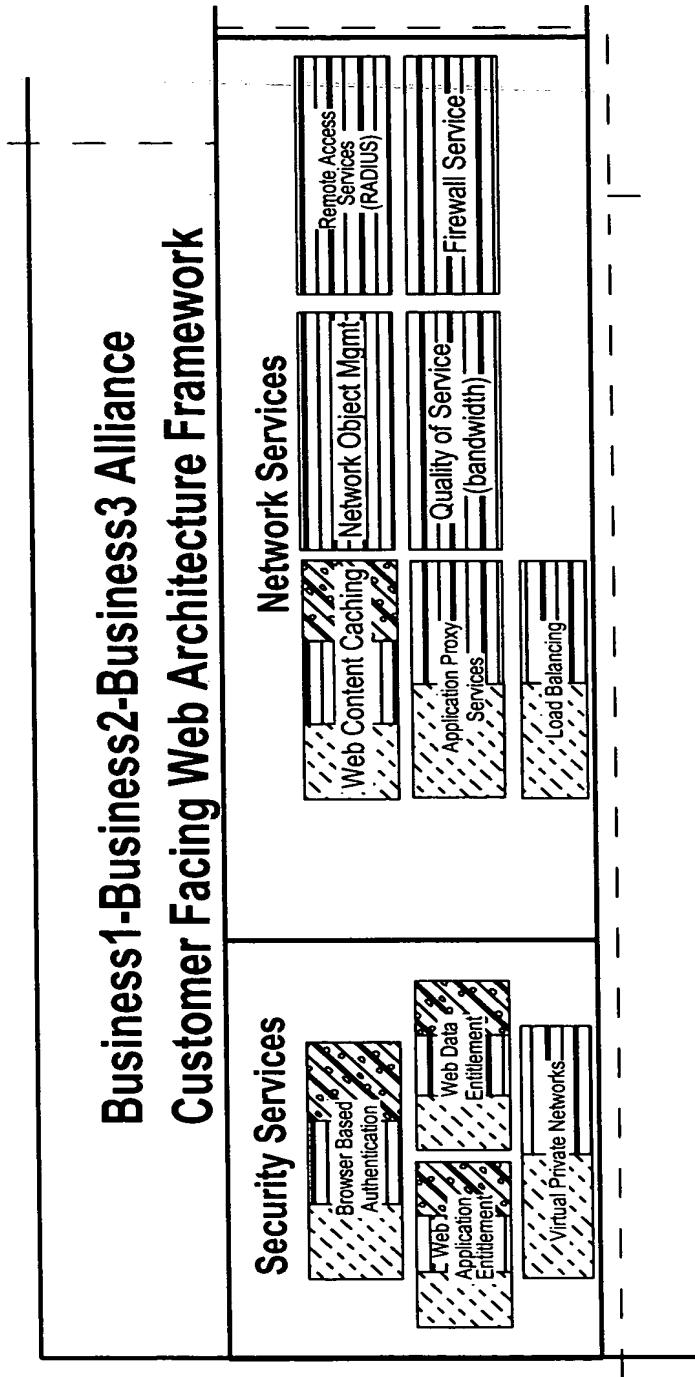


Fig. 27A

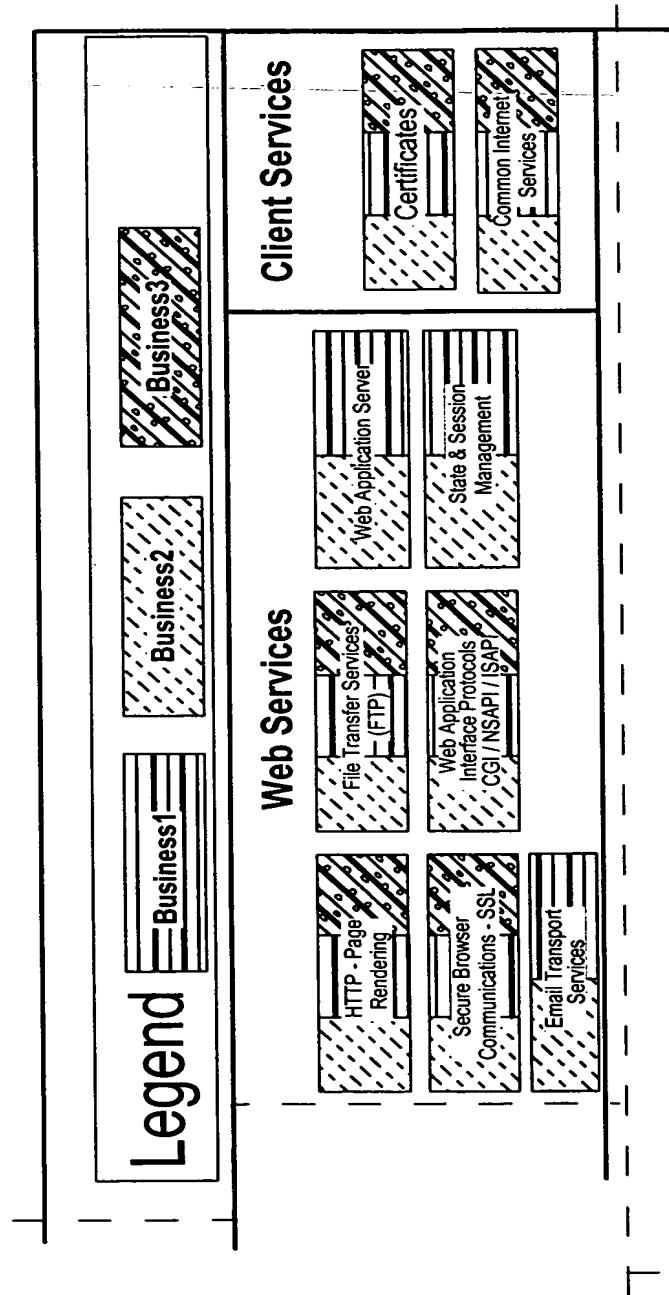
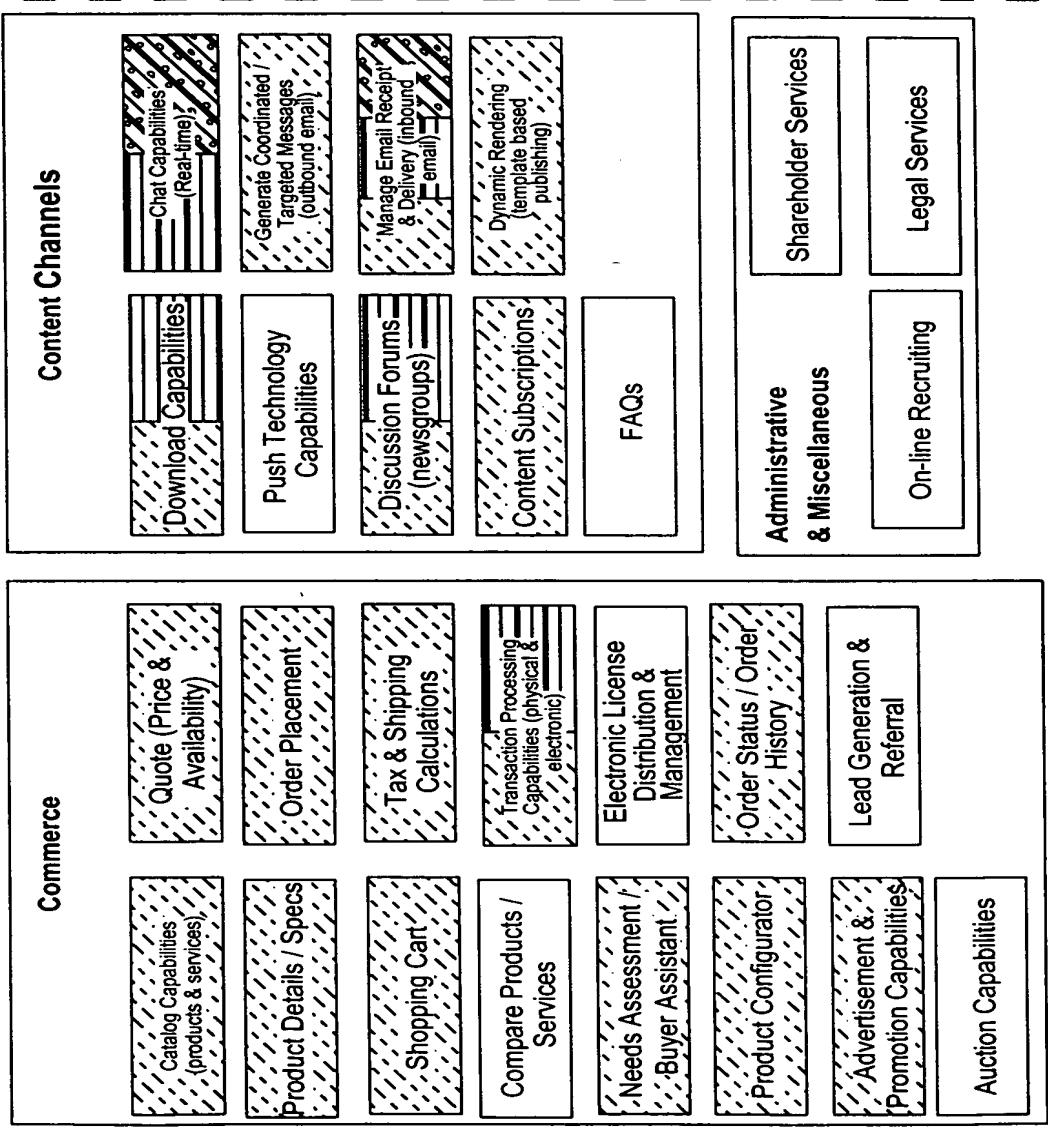


Fig. 27B



Fig. 27C

Web Application Services



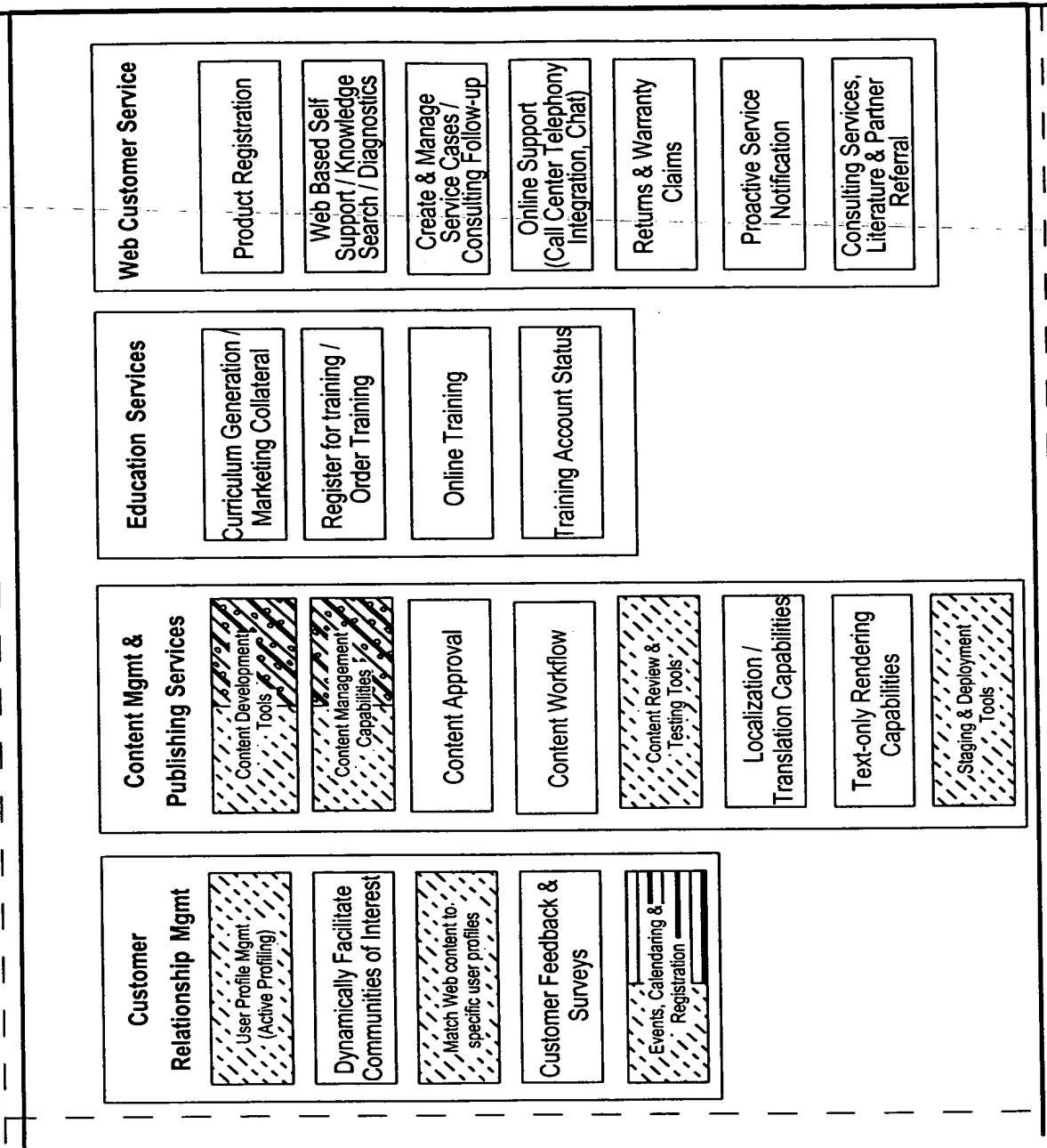
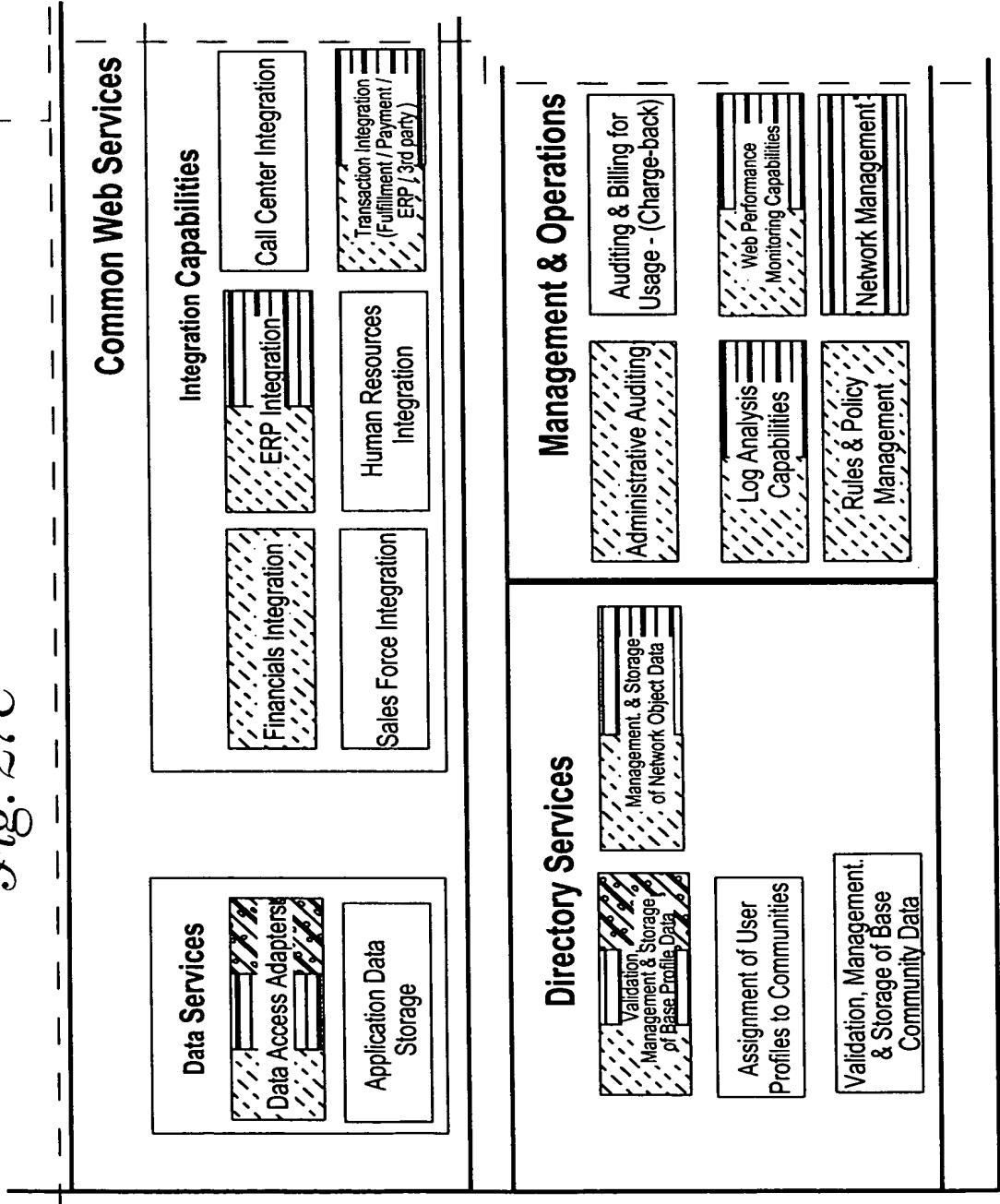


Fig. 27D



Fig. 27E



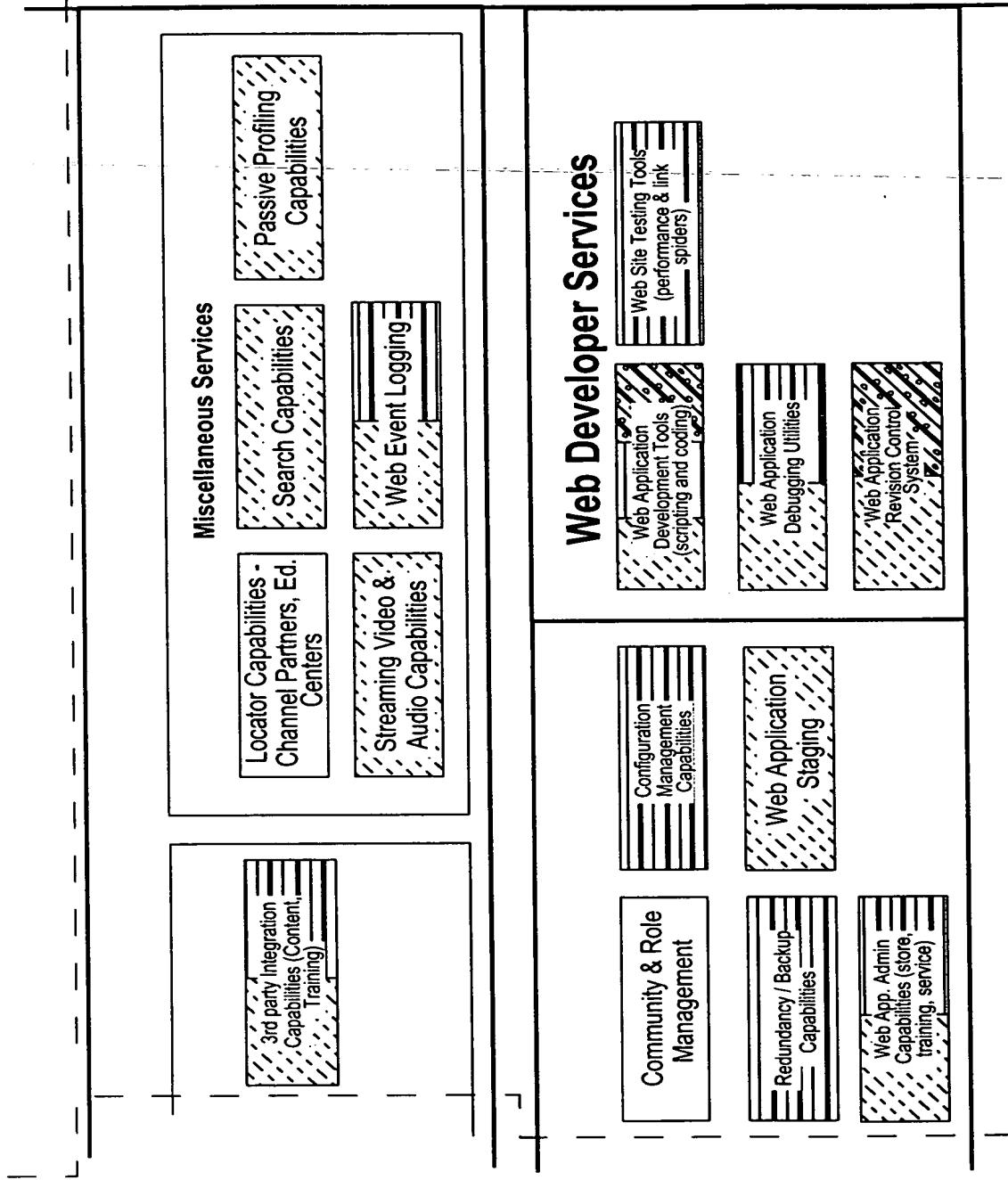


Fig. 27f

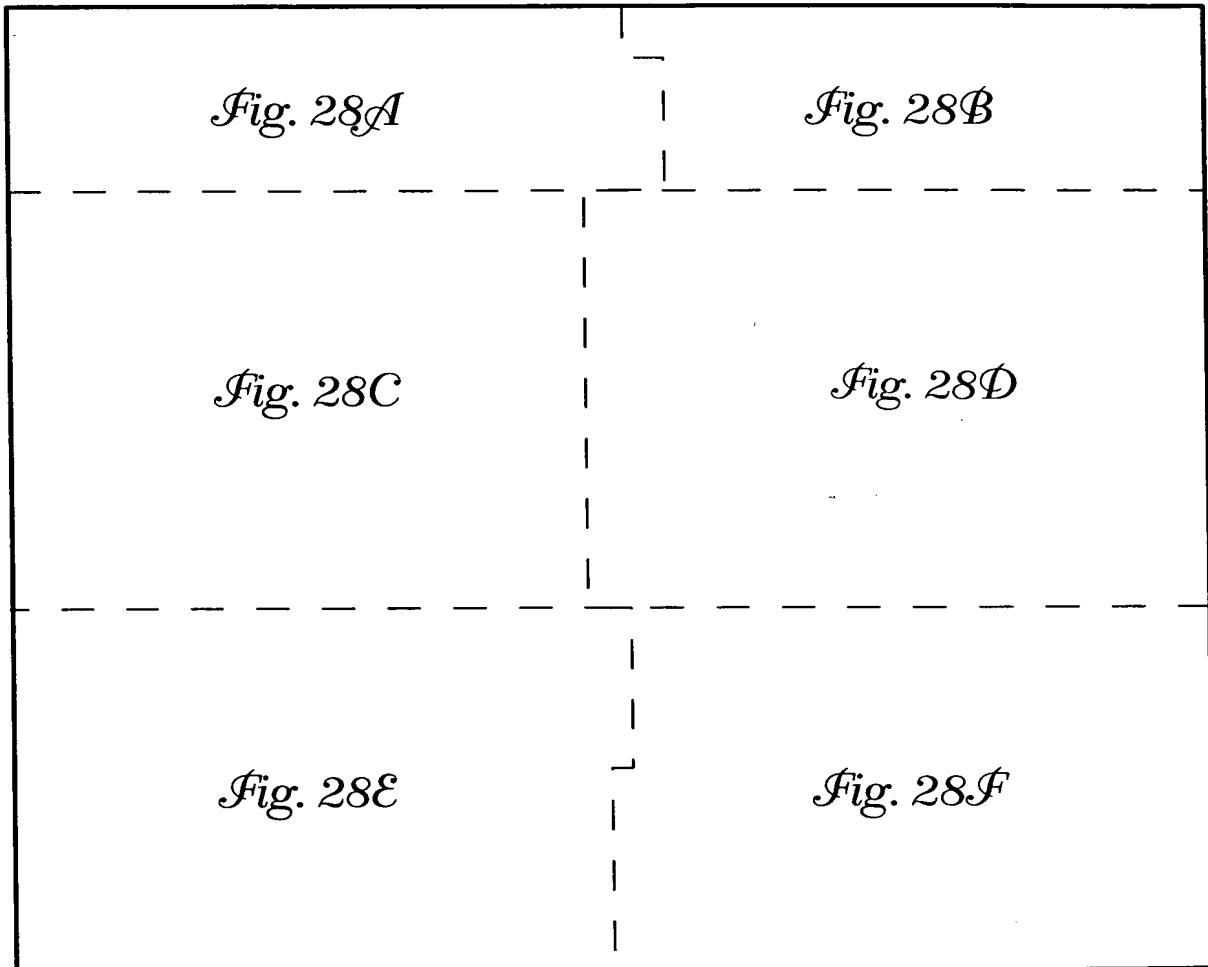


Fig. 28

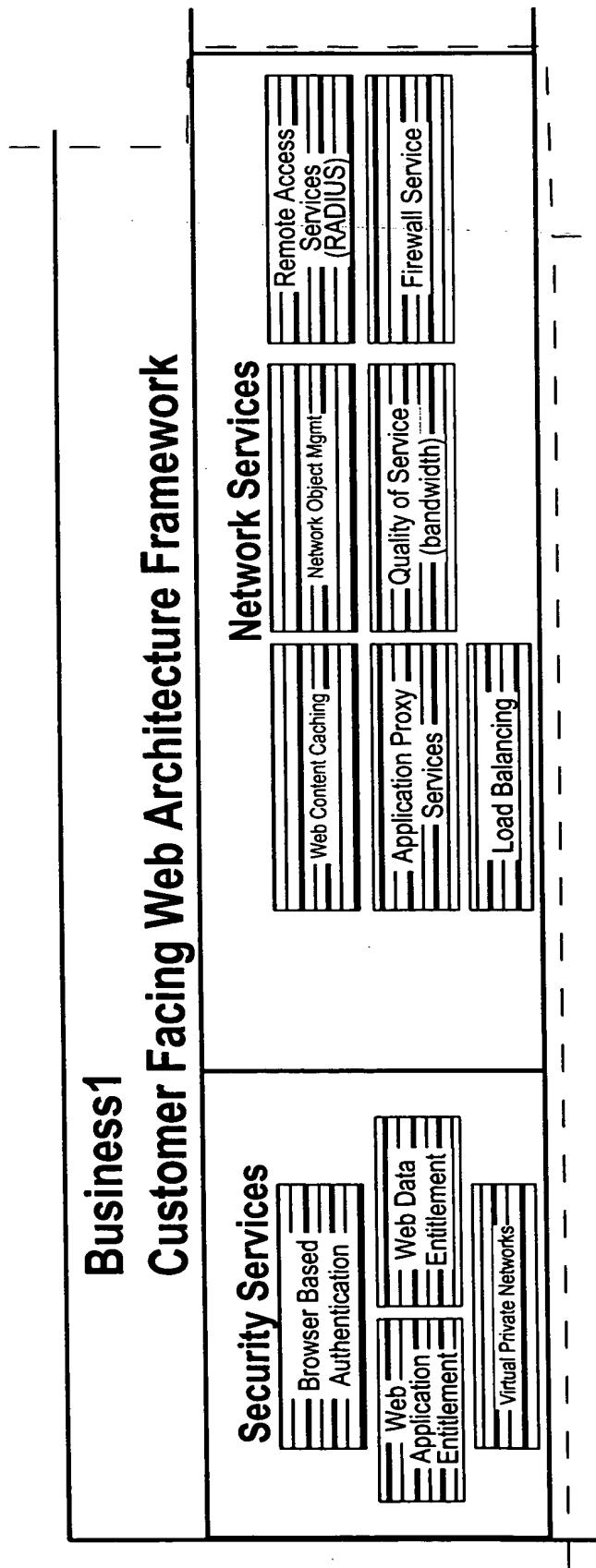


Fig. 28A

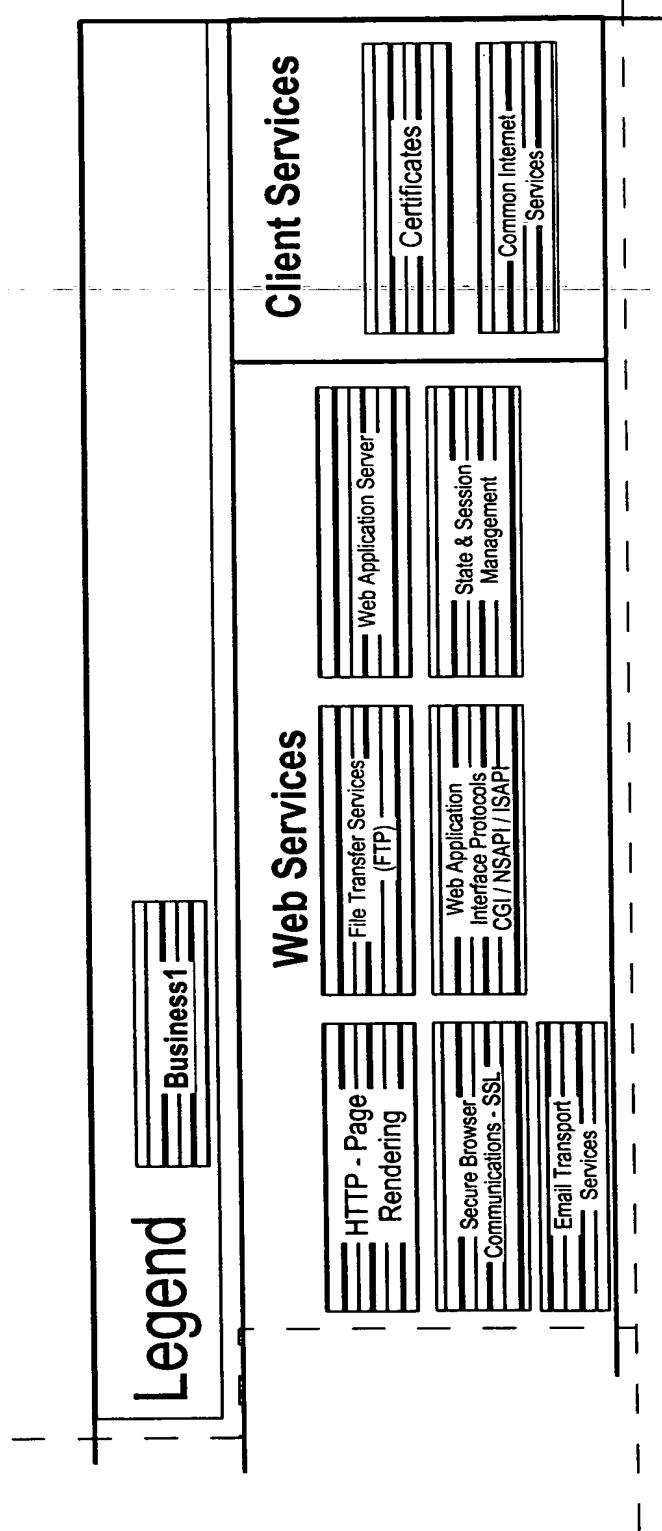


Fig. 28B



Web Application Services

Commerce

Catalog Capabilities (products & services)

Quote (Price & Availability)

Order Placement

Tax & Shipping Calculations

Transaction Processing Capabilities (physical & electronic)

Electronic License Distribution & Management

Needs Assessment / Buyer Assistant

Product Configurator

Order Status / Order History

Lead Generation & Referral

Advertisement & Promotion Capabilities

Auction Capabilities

Content Channels

Download Capabilities

Chat Capabilities (Real-time)

Push Technology Capabilities

Generate Coordinated / Targeted Messages (outbound email)

Discussion Forums (newsgroups)

Manage Email Receipt & Delivery (inbound email)

Dynamic Rendering (template based publishing)

Content Subscriptions

FAQs

Administrative & Miscellaneous

Shareholder Services

On-line Recruiting

Legal Services

Fig. 28C

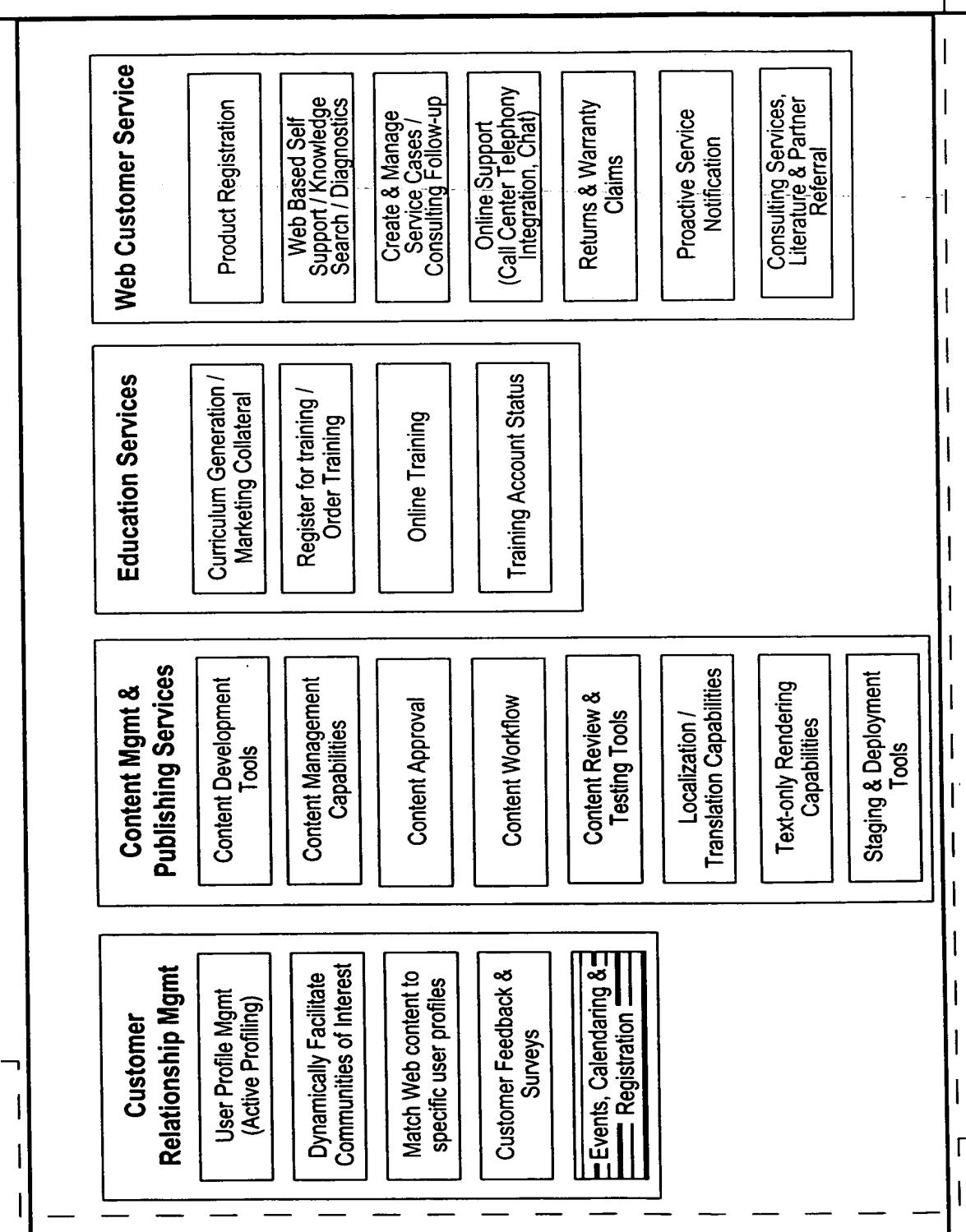


Fig. 28D



Inventor: GUHEEN ET AL.
Docket No.: 8567.108US01
Title: WEB-BASED ARCHITECTURE SALES TOOL (AS AMENDED)
Serial No.: 09/322,073
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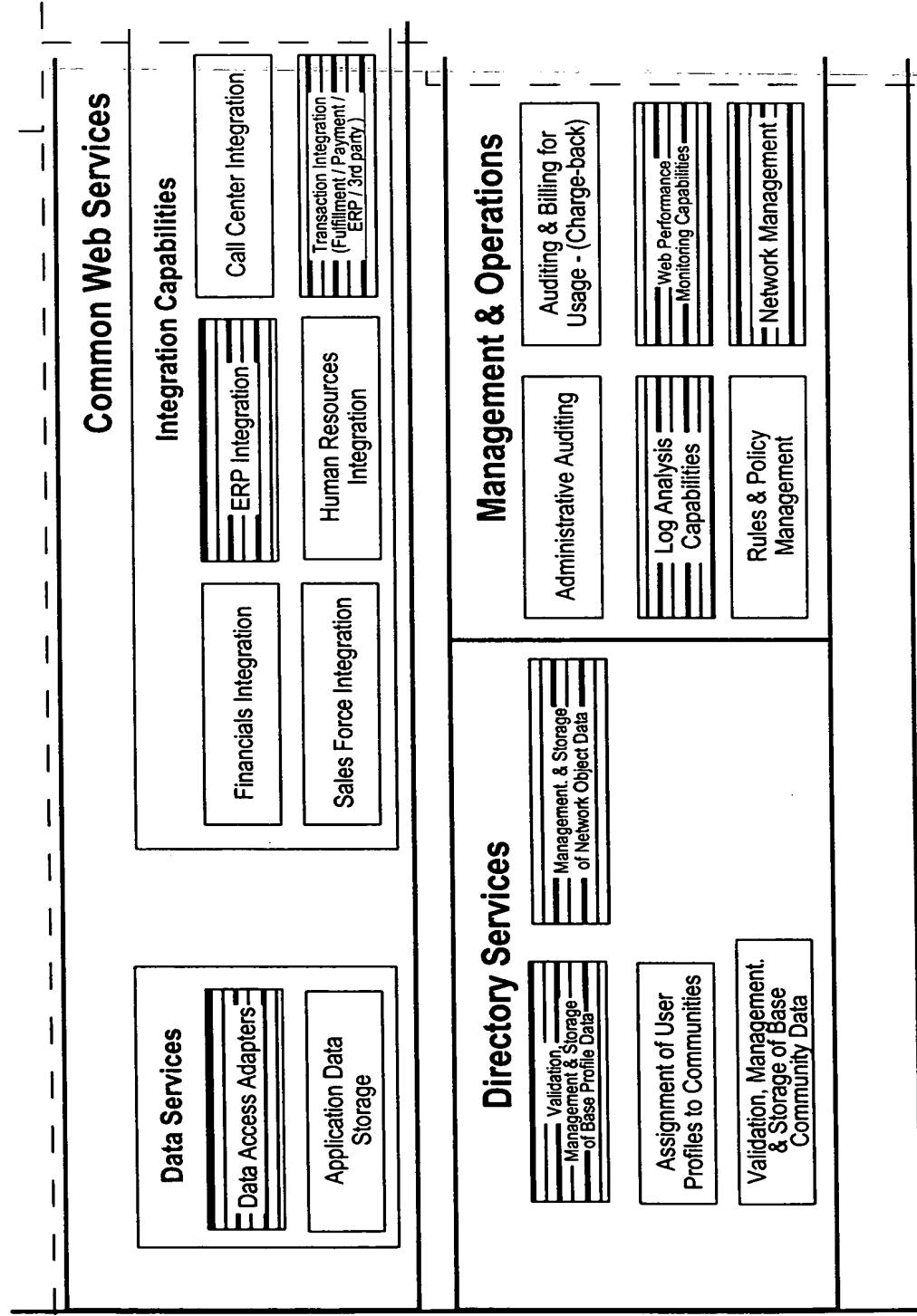


Fig. 28E

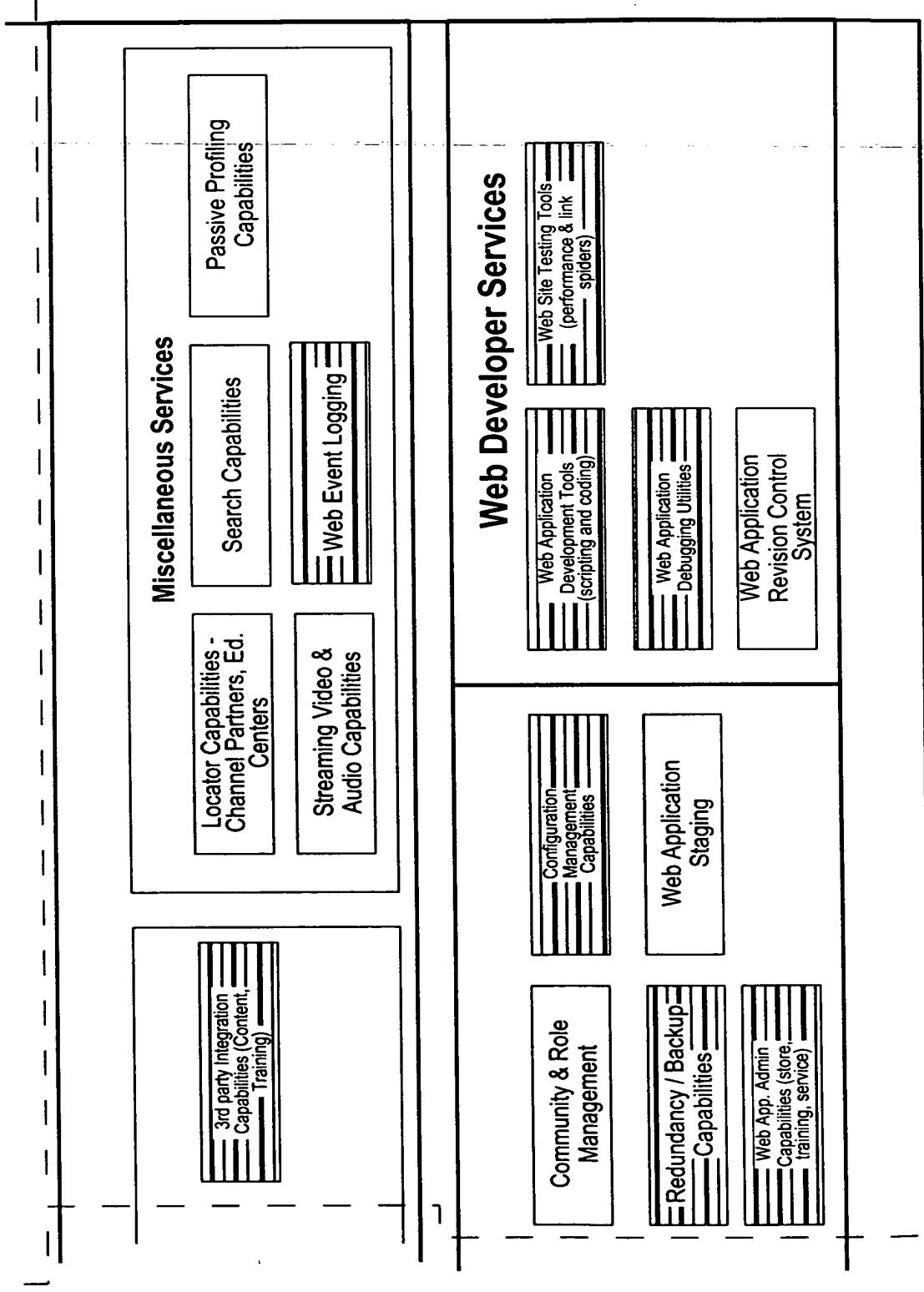


Fig. 28.F

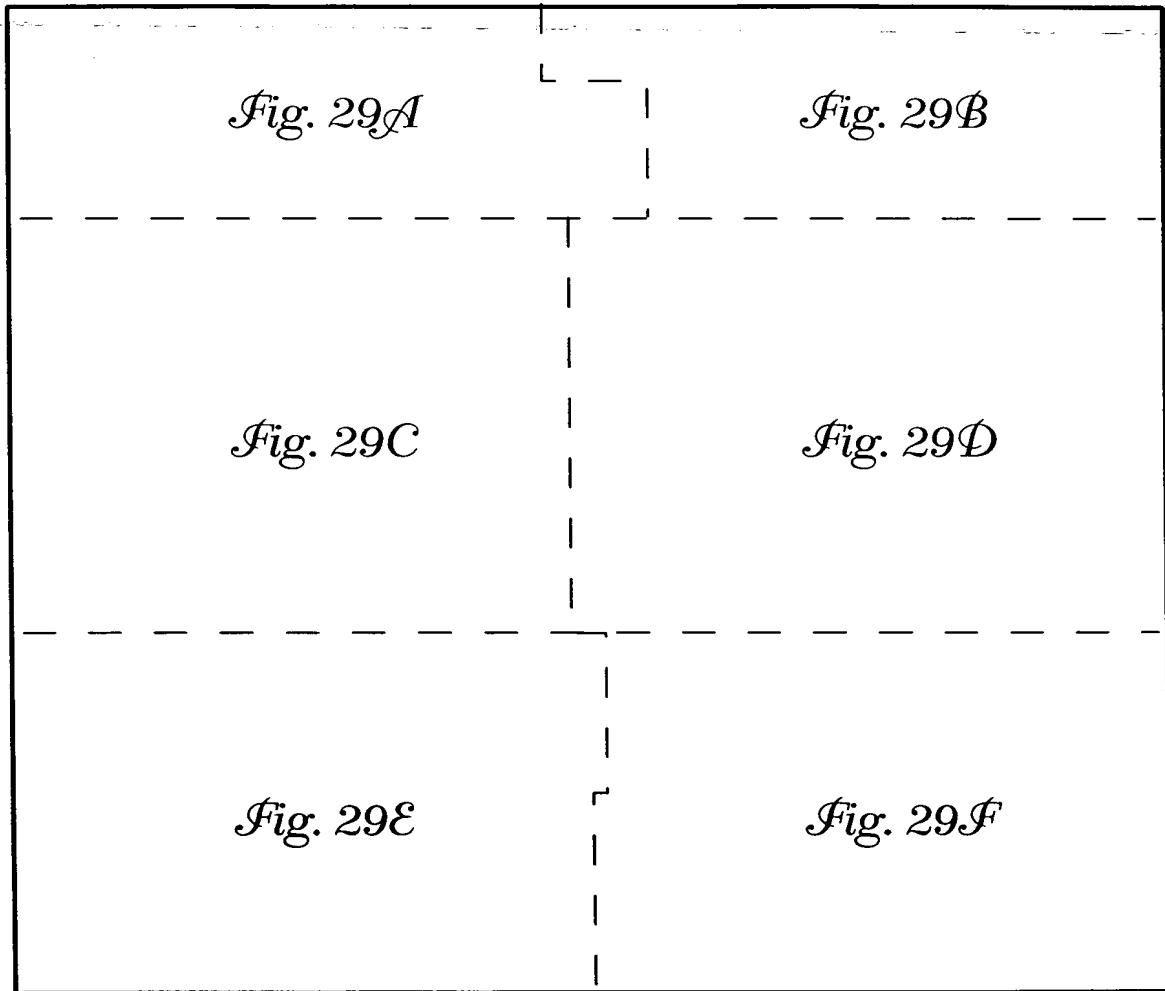


Fig. 29



Business1 Customer Facing Web Architecture Framework

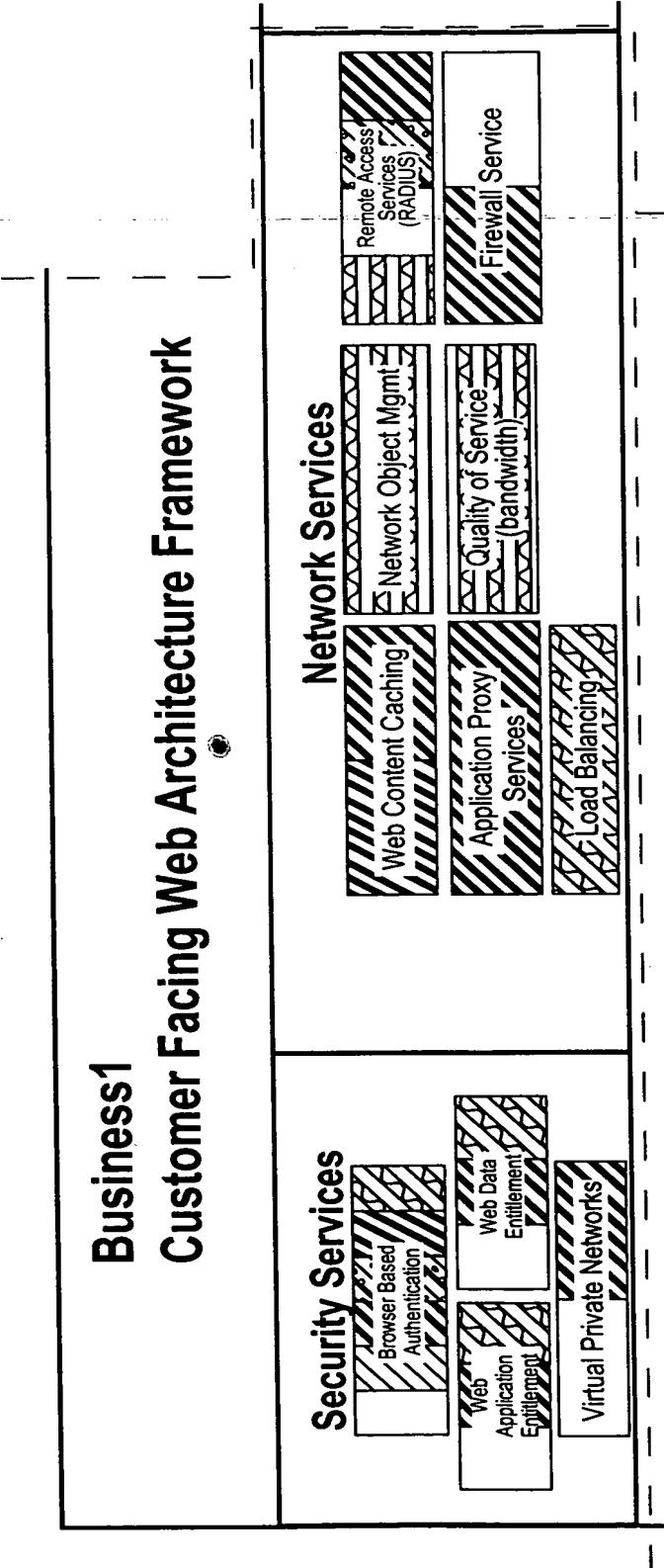


Fig. 29A

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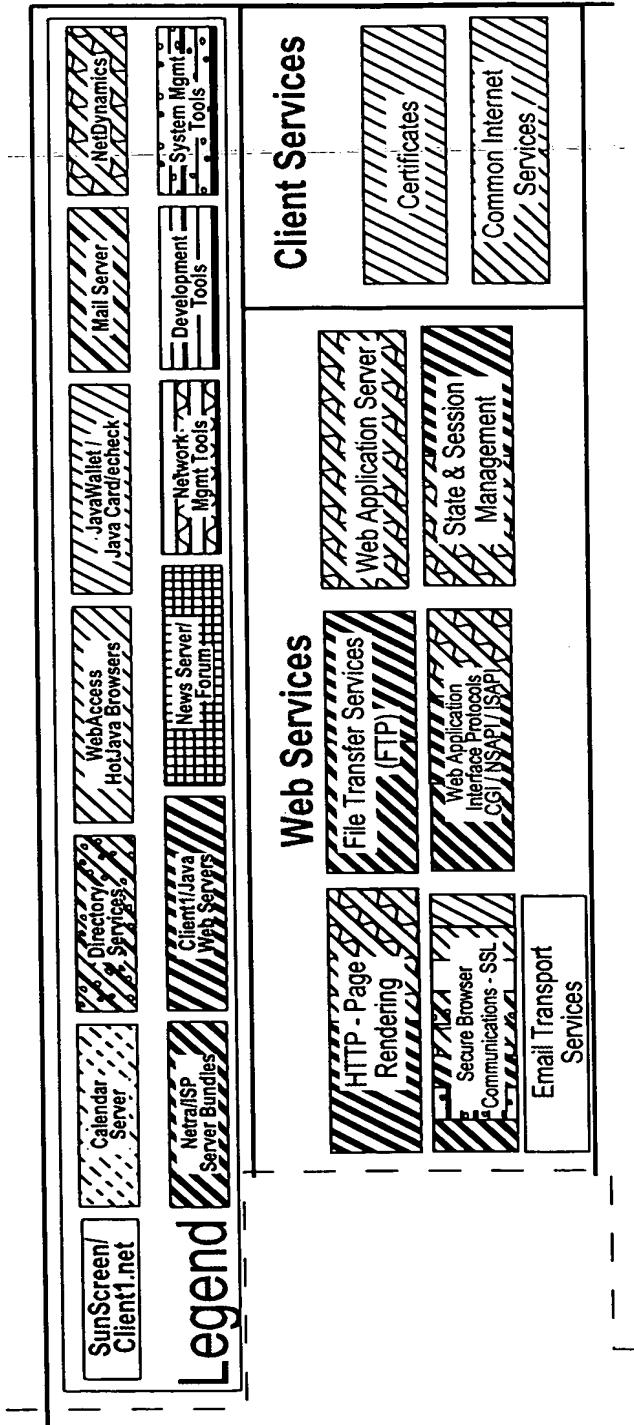


Fig: 29B



Web Application Services

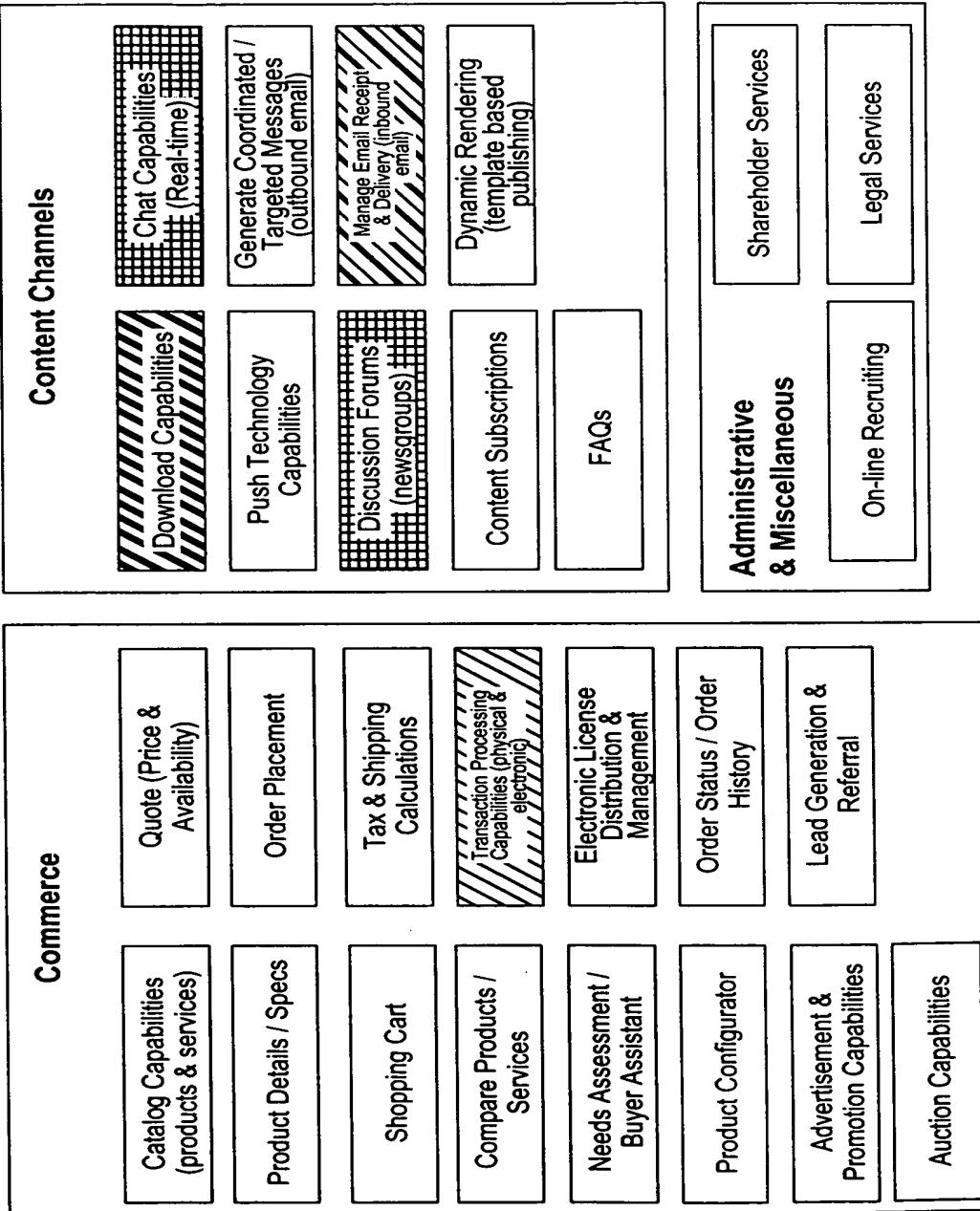


Fig. 29C

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P A T E N T & T R A D E M A R K O F F I C E

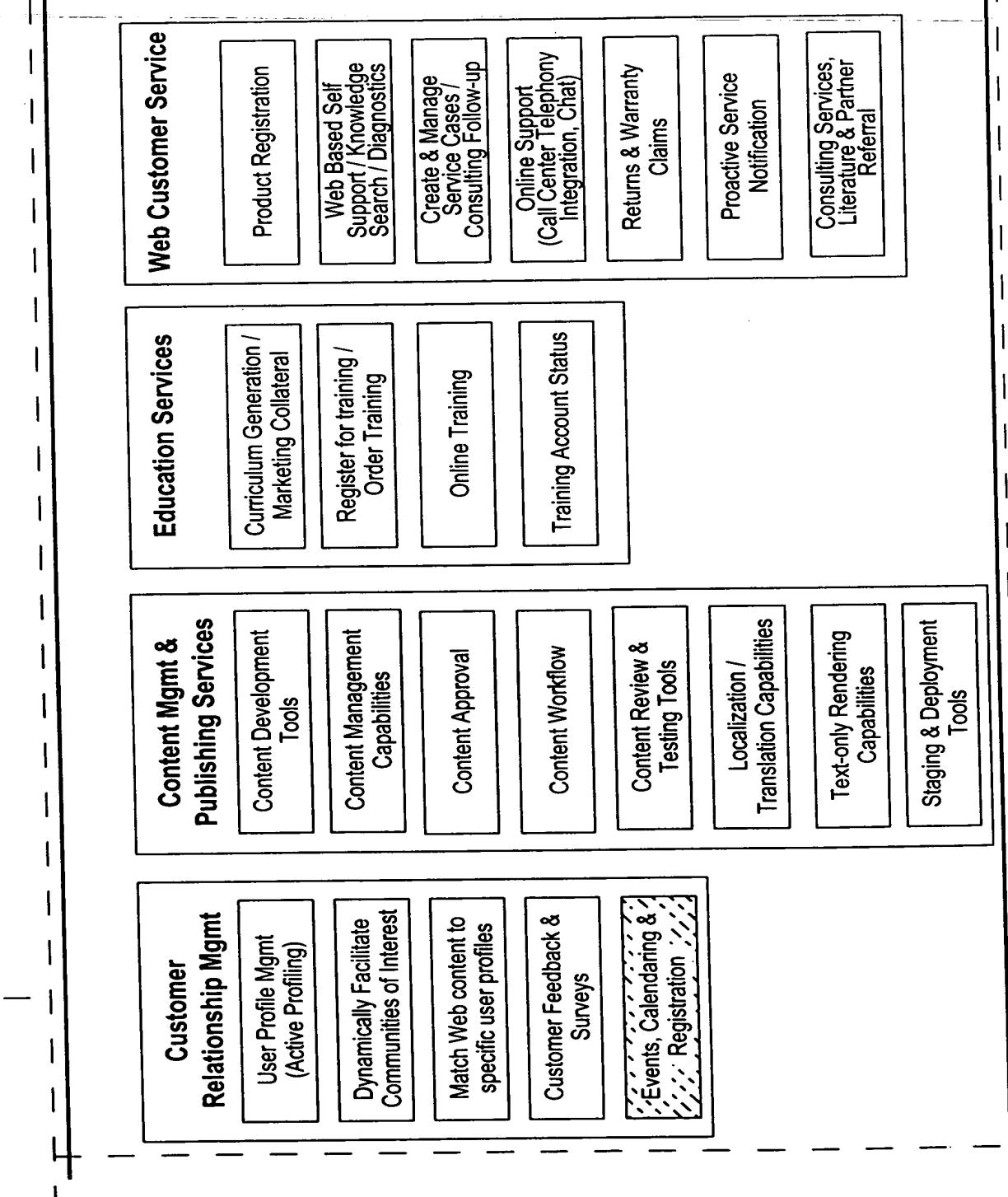


Fig. 29D

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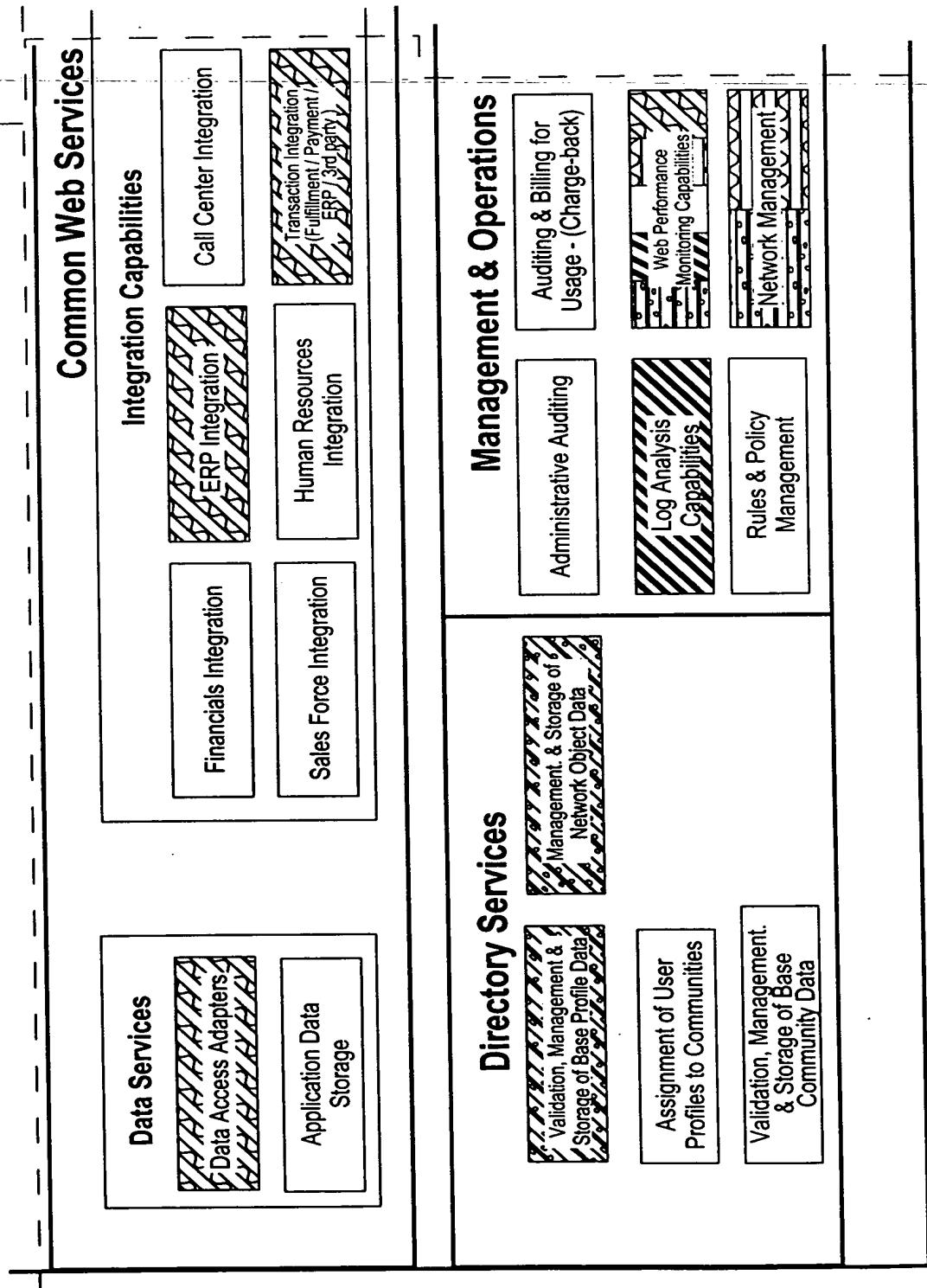


Fig. 29E

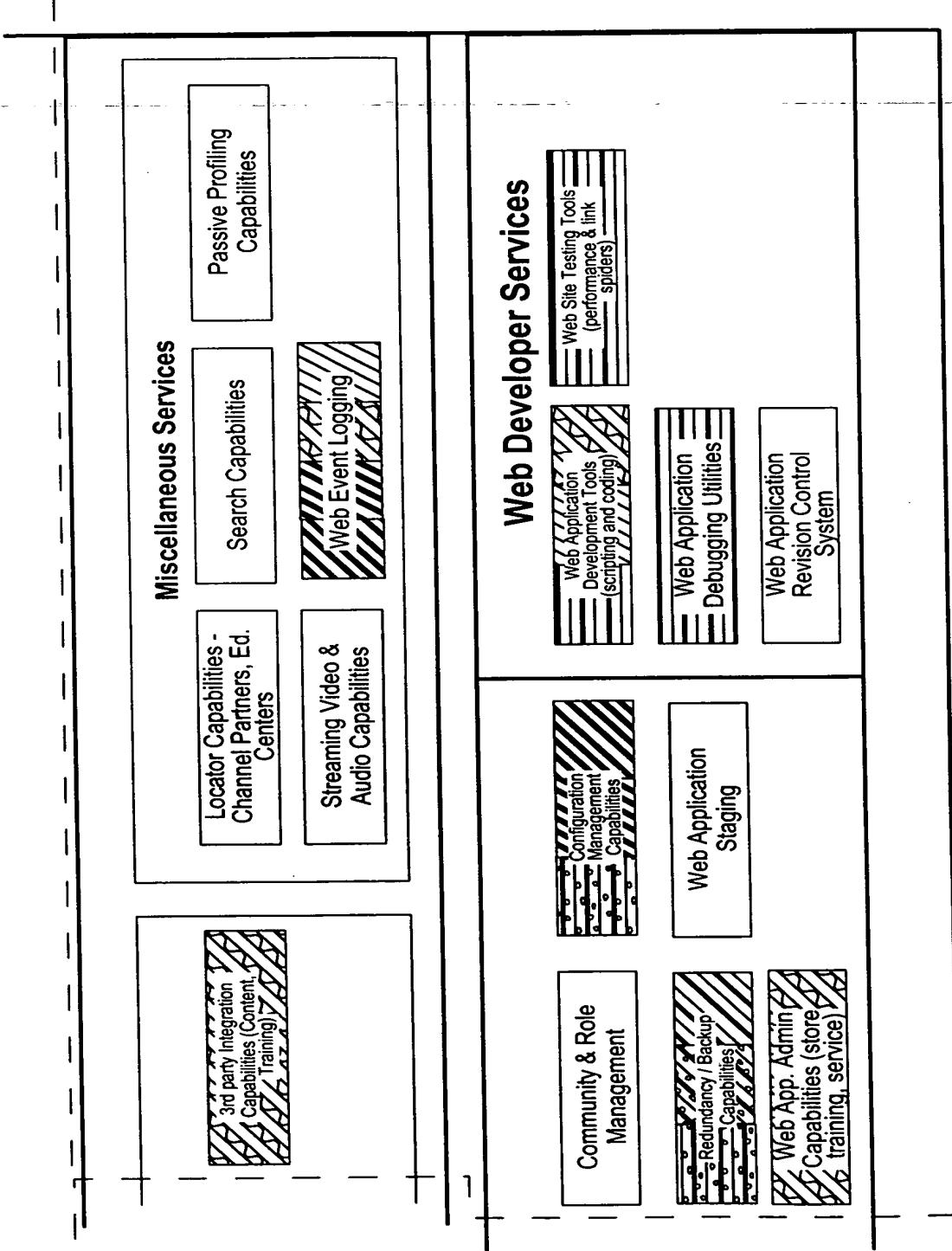


Fig. 29F



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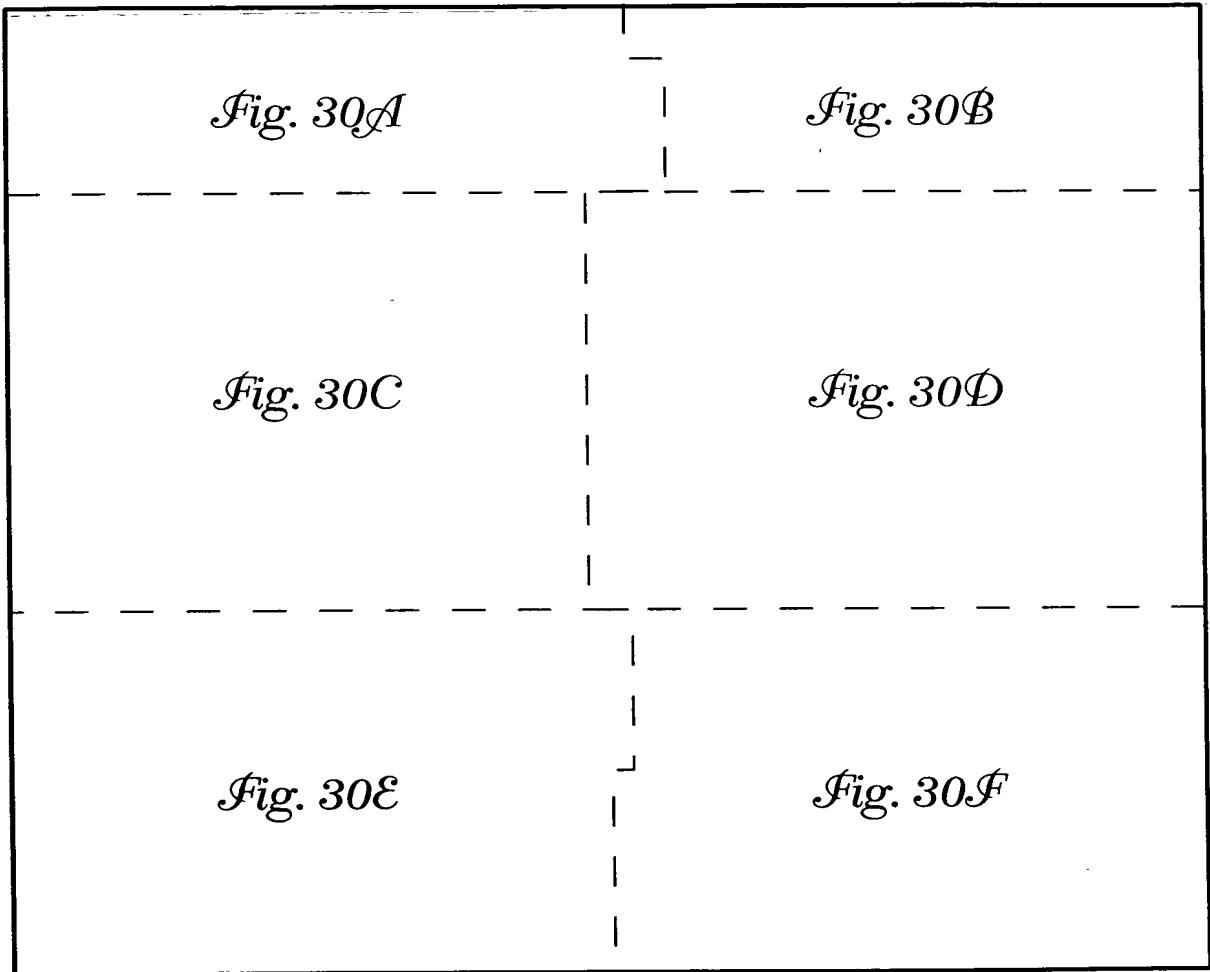


Fig. 30

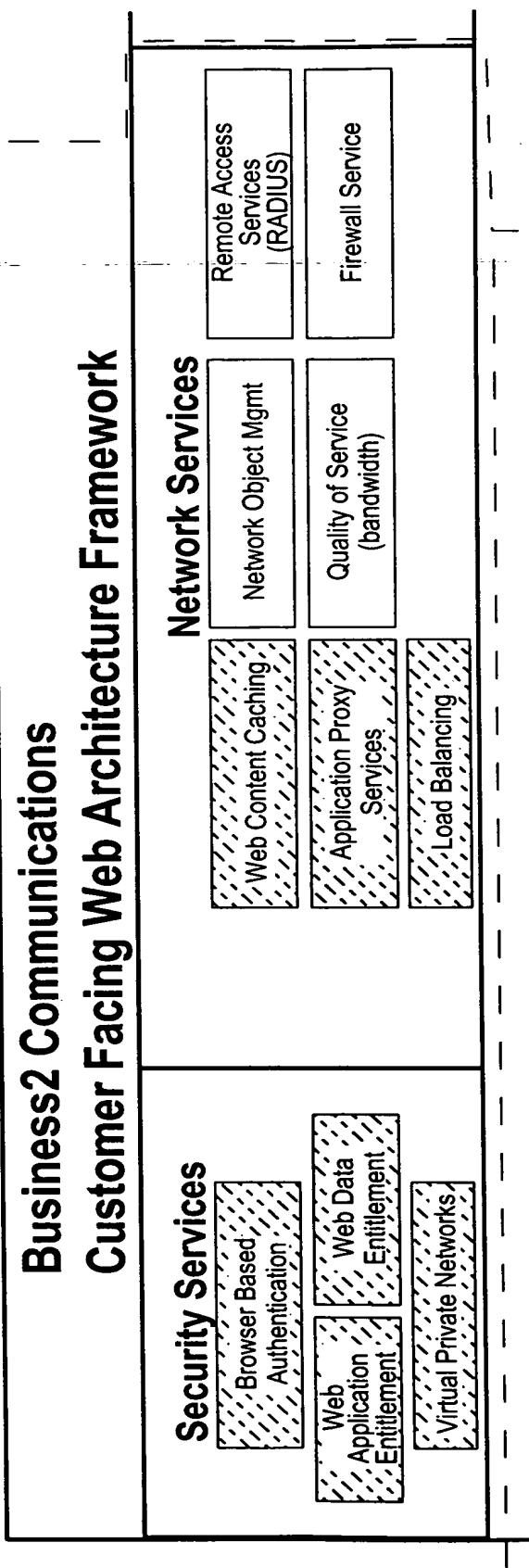


Fig. 30A

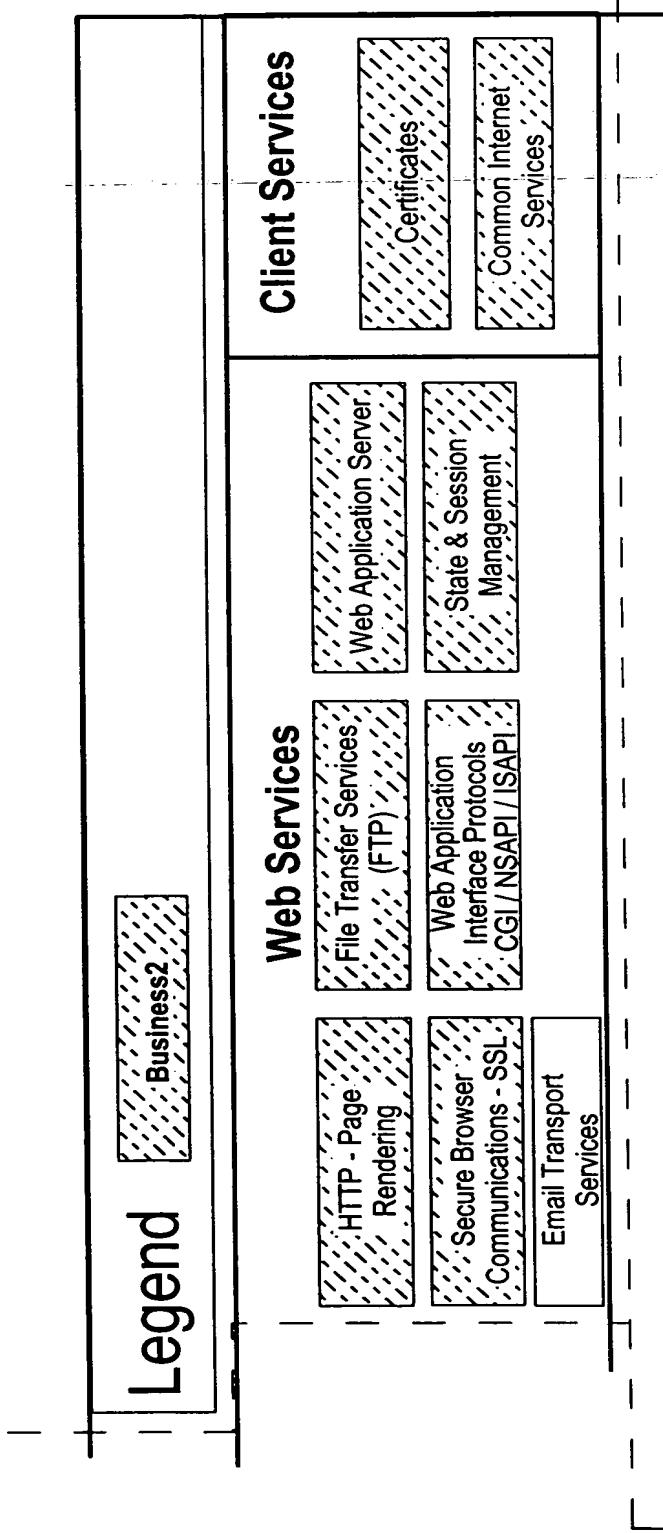
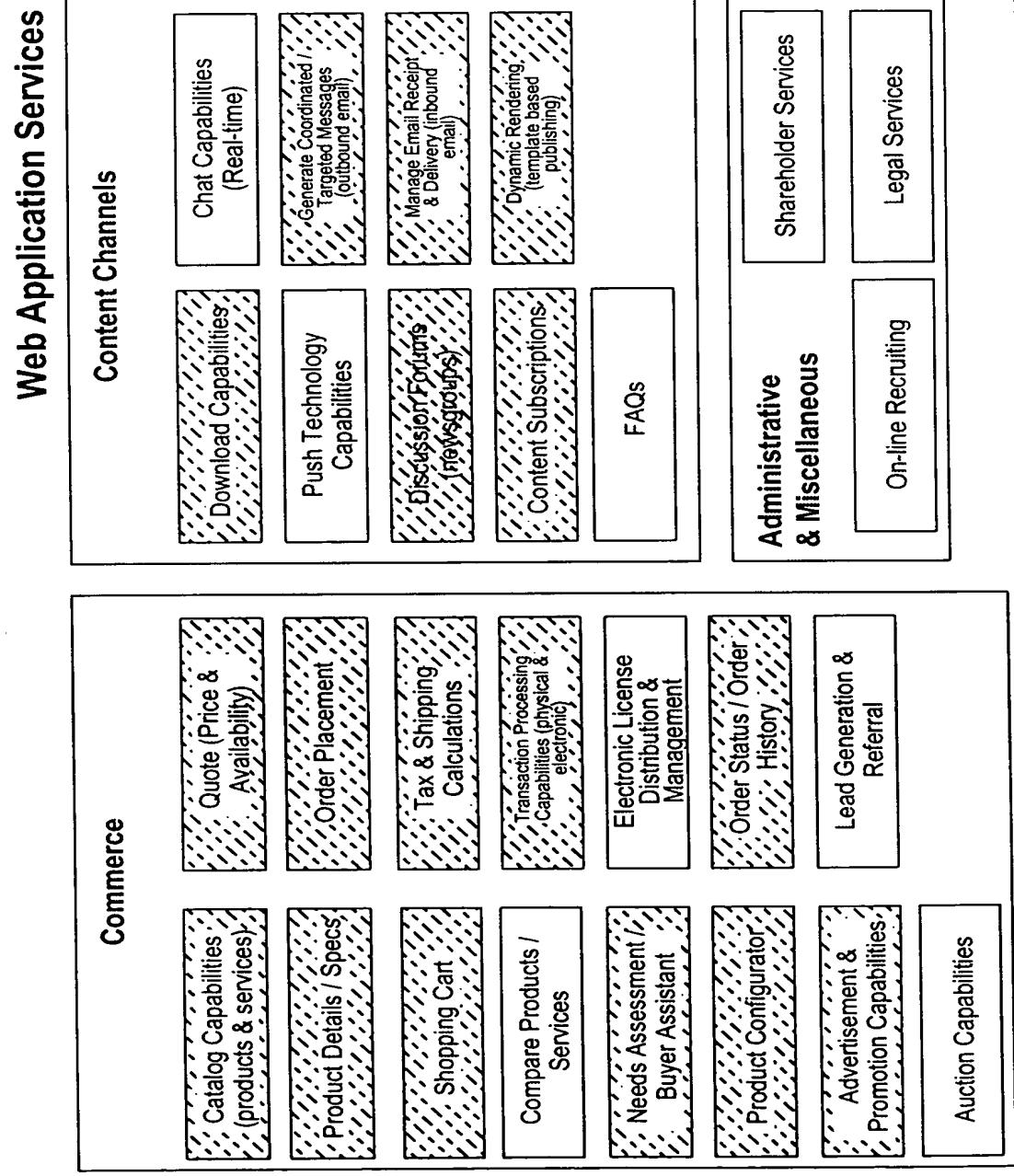


Fig. 30B



Fig. 30C



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Web Customer Service

Product Registration

Web Based Self Support / Knowledge Search / Diagnostics

Create & Manage Service Cases / Consulting Follow-up

Online Support (Call Center Telephony Integration, Chat)

Returns & Warranty Claims

Proactive Service Notification

Consulting Services, Literature & Partner Referral

Education Services

Curriculum Generation / Marketing Collateral

Register for training / Order Training

Online Training

Training Account Status

Content Mgmt & Publishing Services

Content Development Tools

Content Management Capabilities

Content Approval

Content Workflow

Content Review & Testing Tools

Localization / Translation Capabilities

Text-only Rendering Capabilities

Staging & Deployment Tools

Customer Relationship Mgmt

User Profile Mgmt (Active Profiling)

Dynamically Facilitate Communities of Interest

Match Web content to specific user profiles

Customer Feedback & Surveys

Events, Calendaring & Registration

Fig. 30D

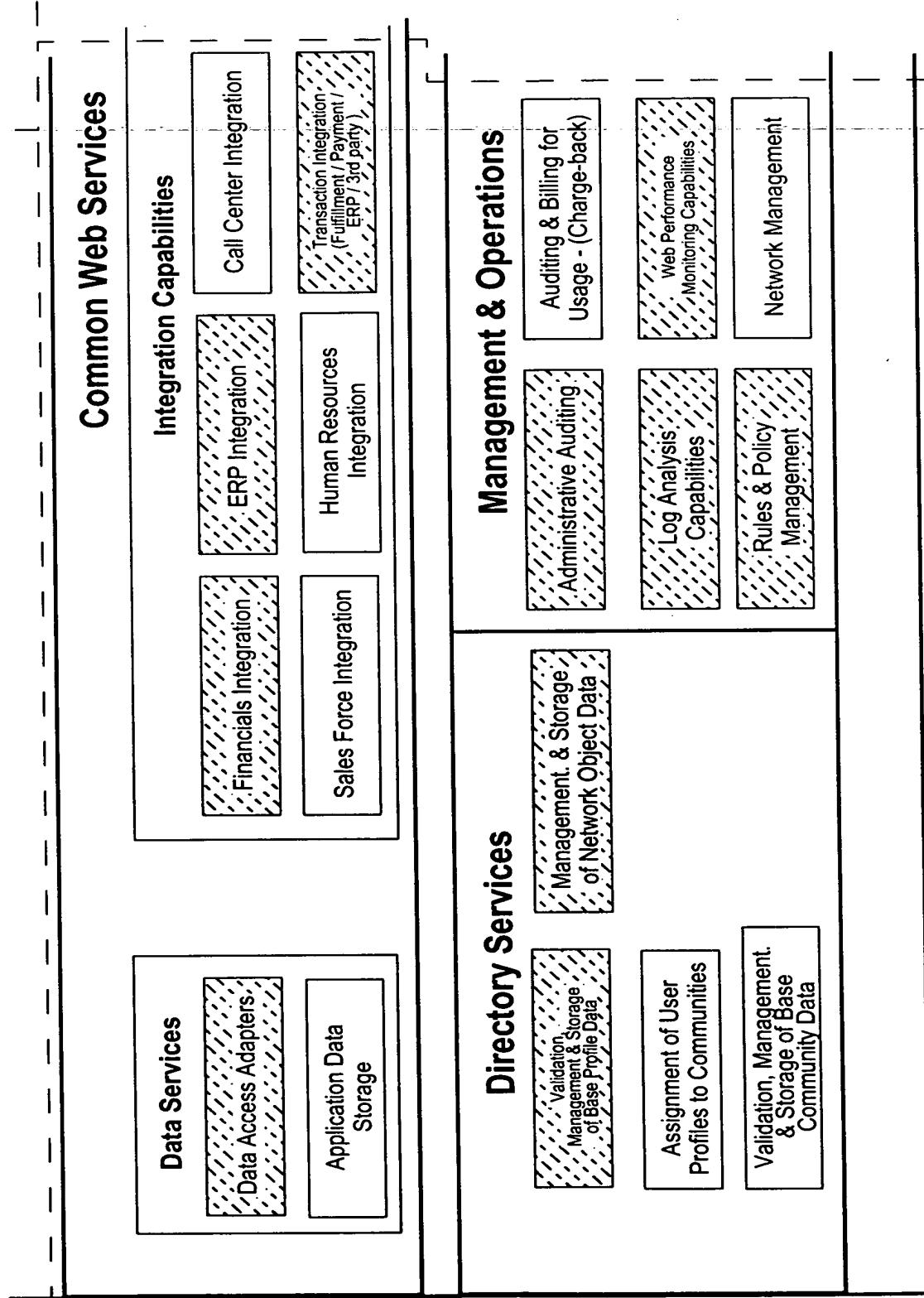


Fig: 30E

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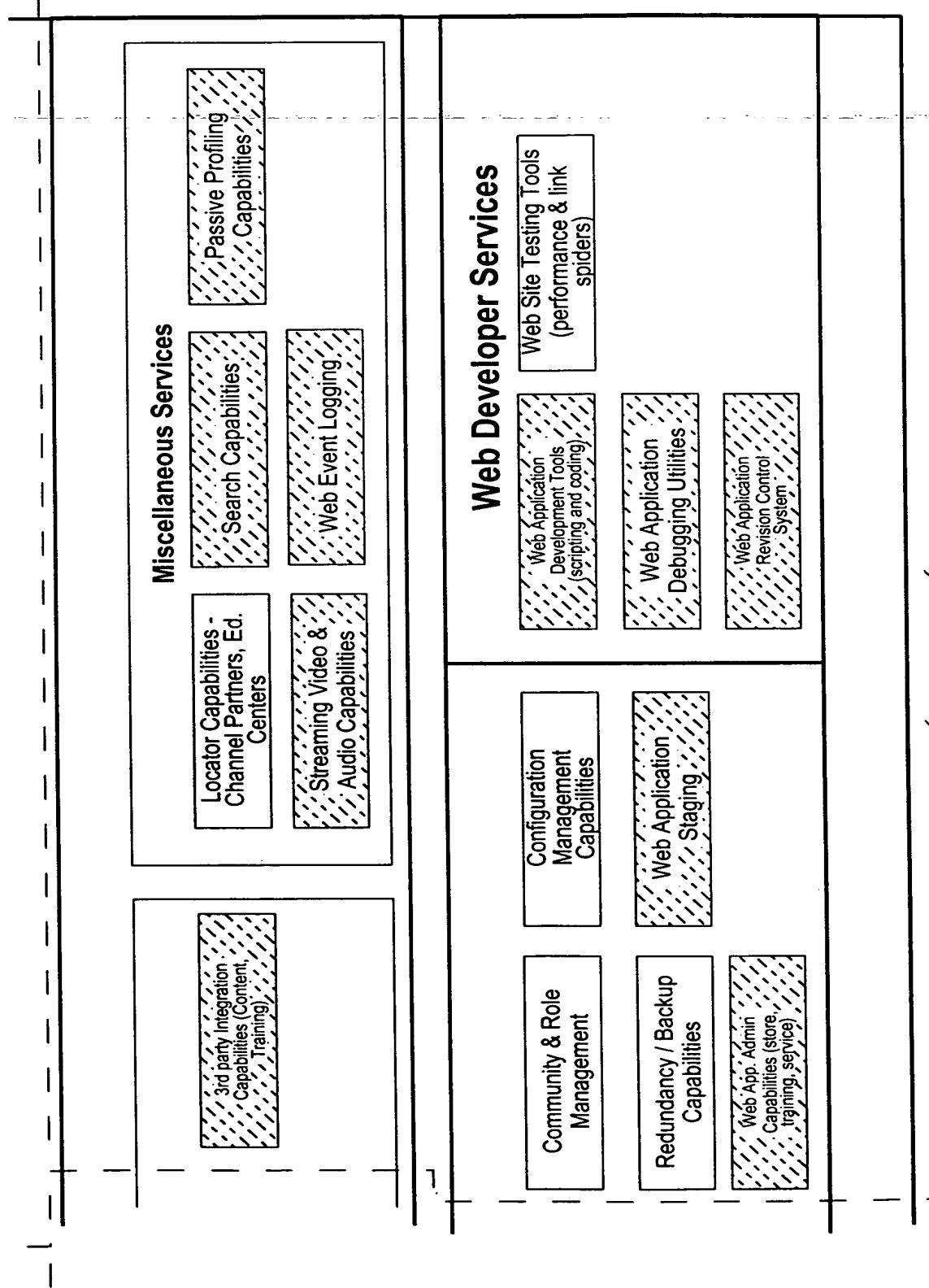


Fig. 30.F

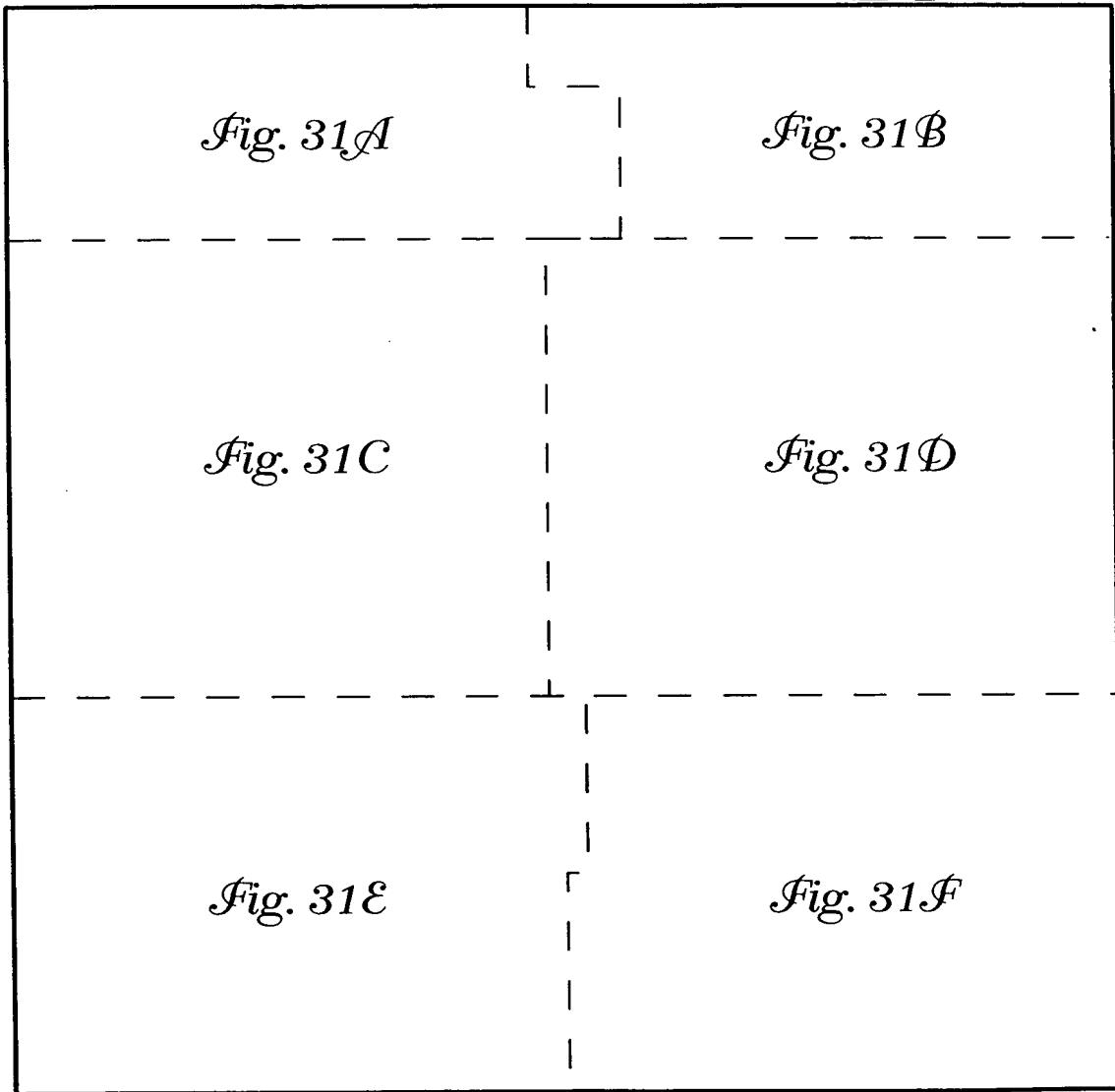


Fig. 31

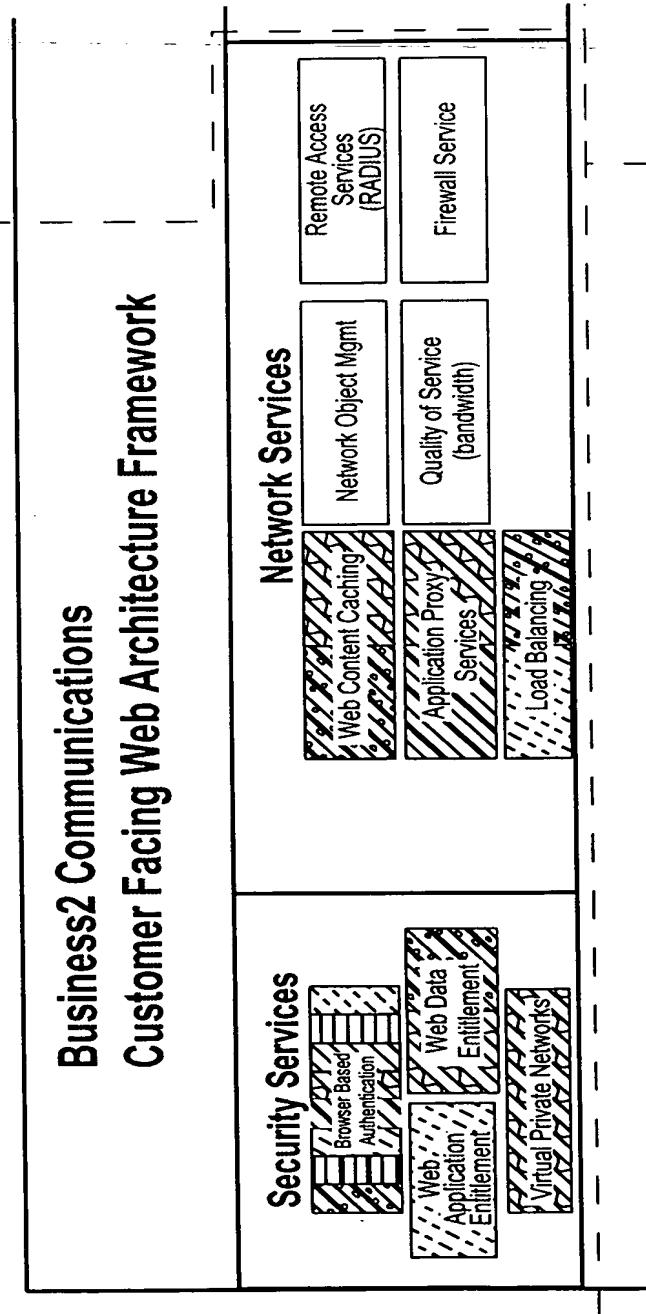


Fig. 31A

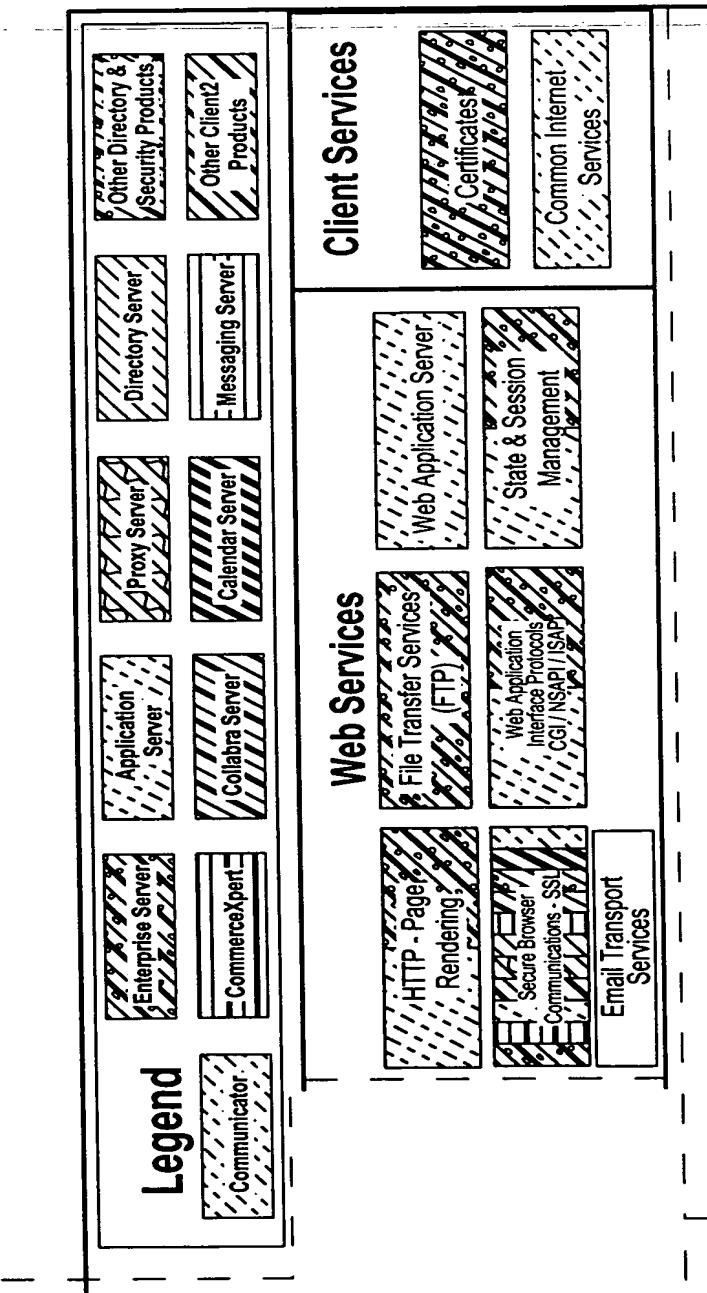


Fig. 31B

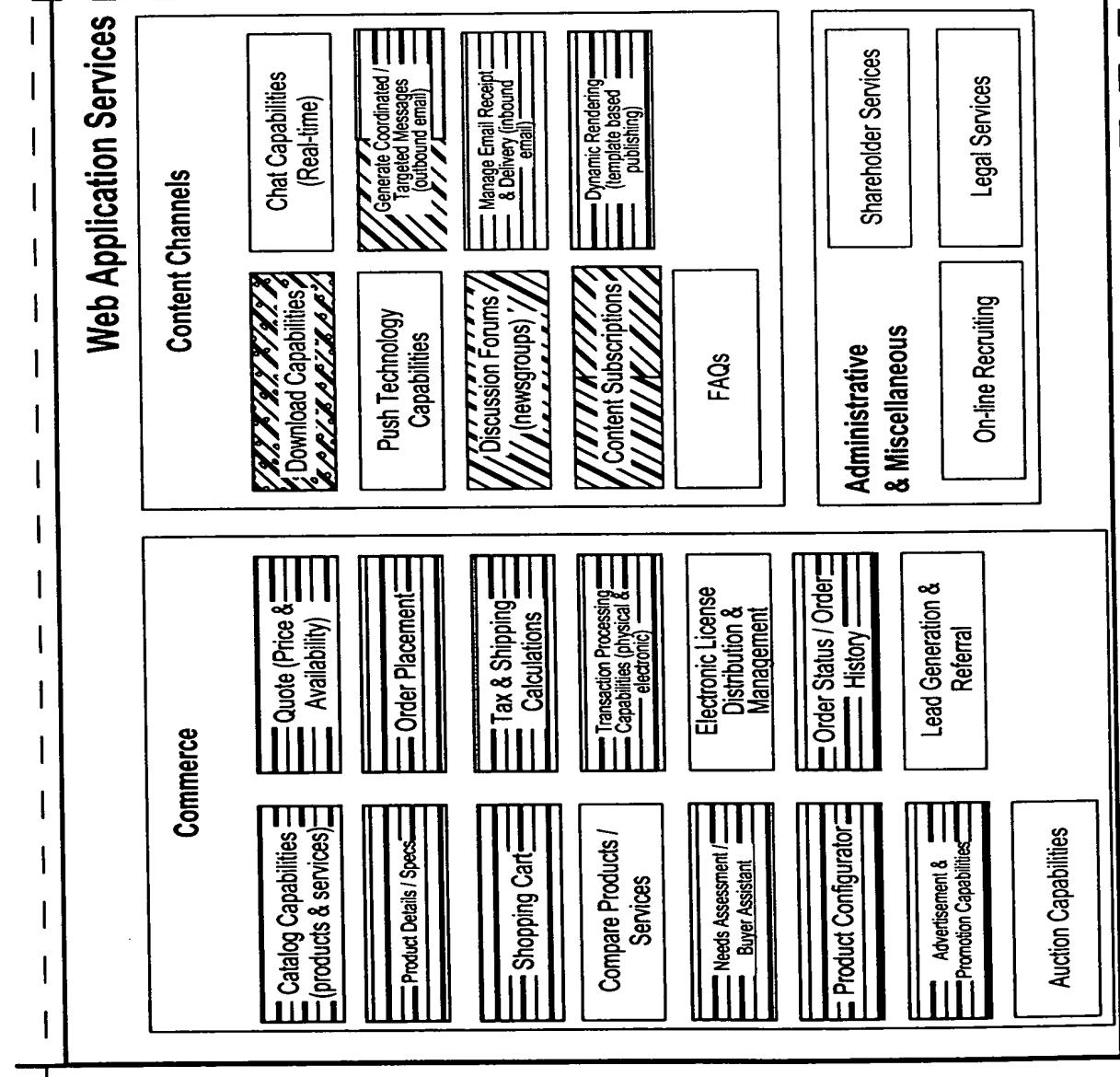


Fig: 31C

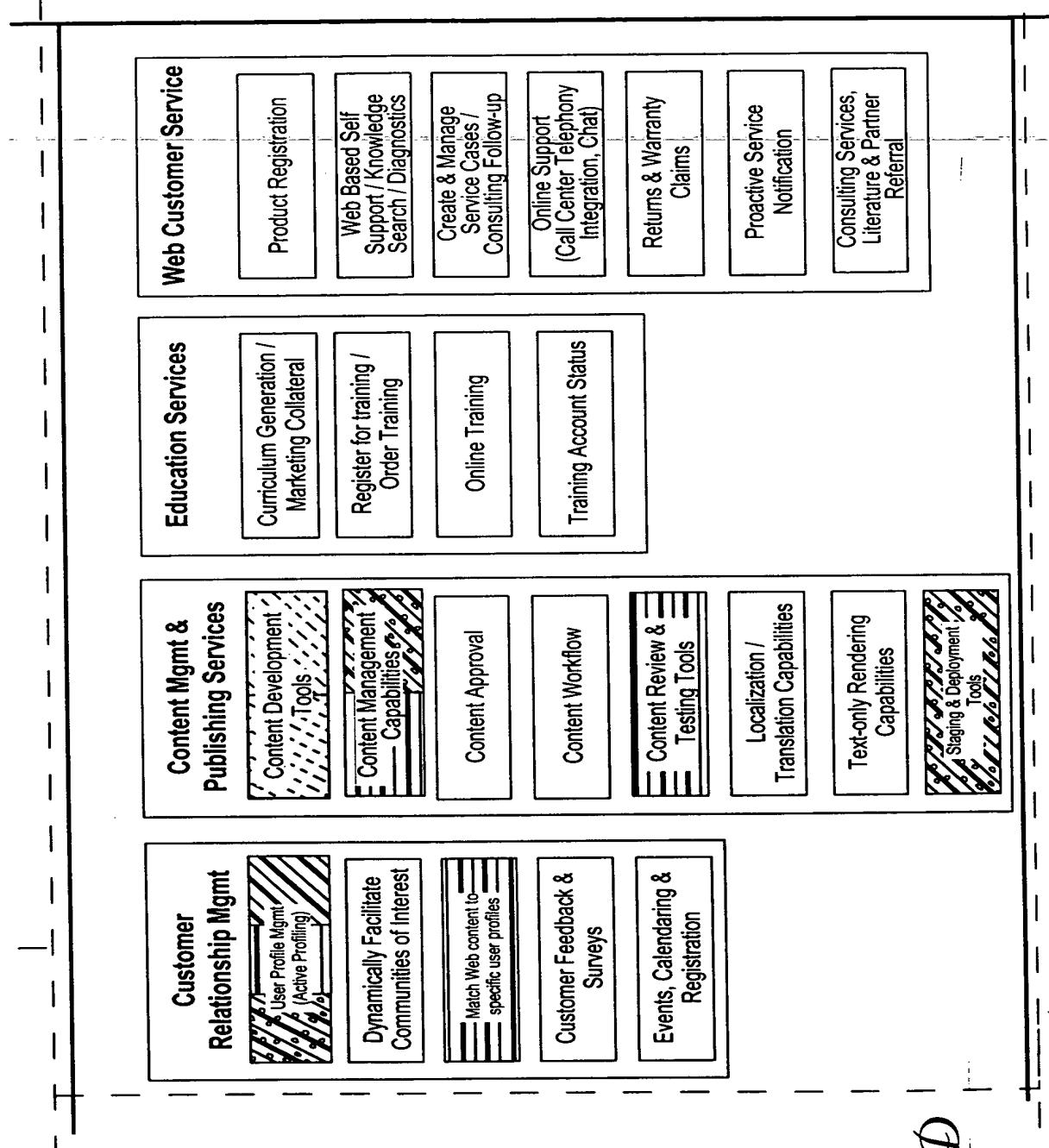


Fig. 31 D

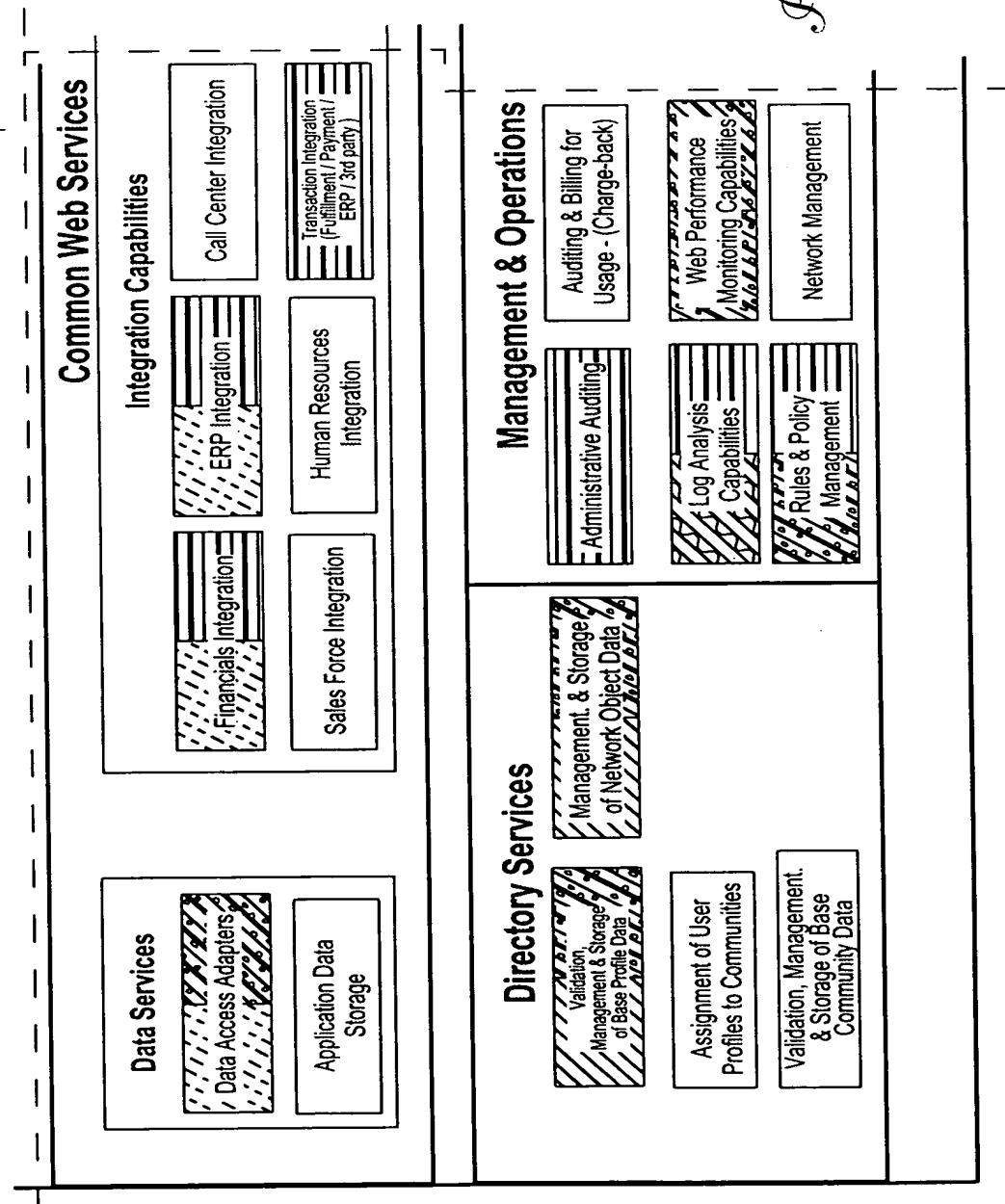
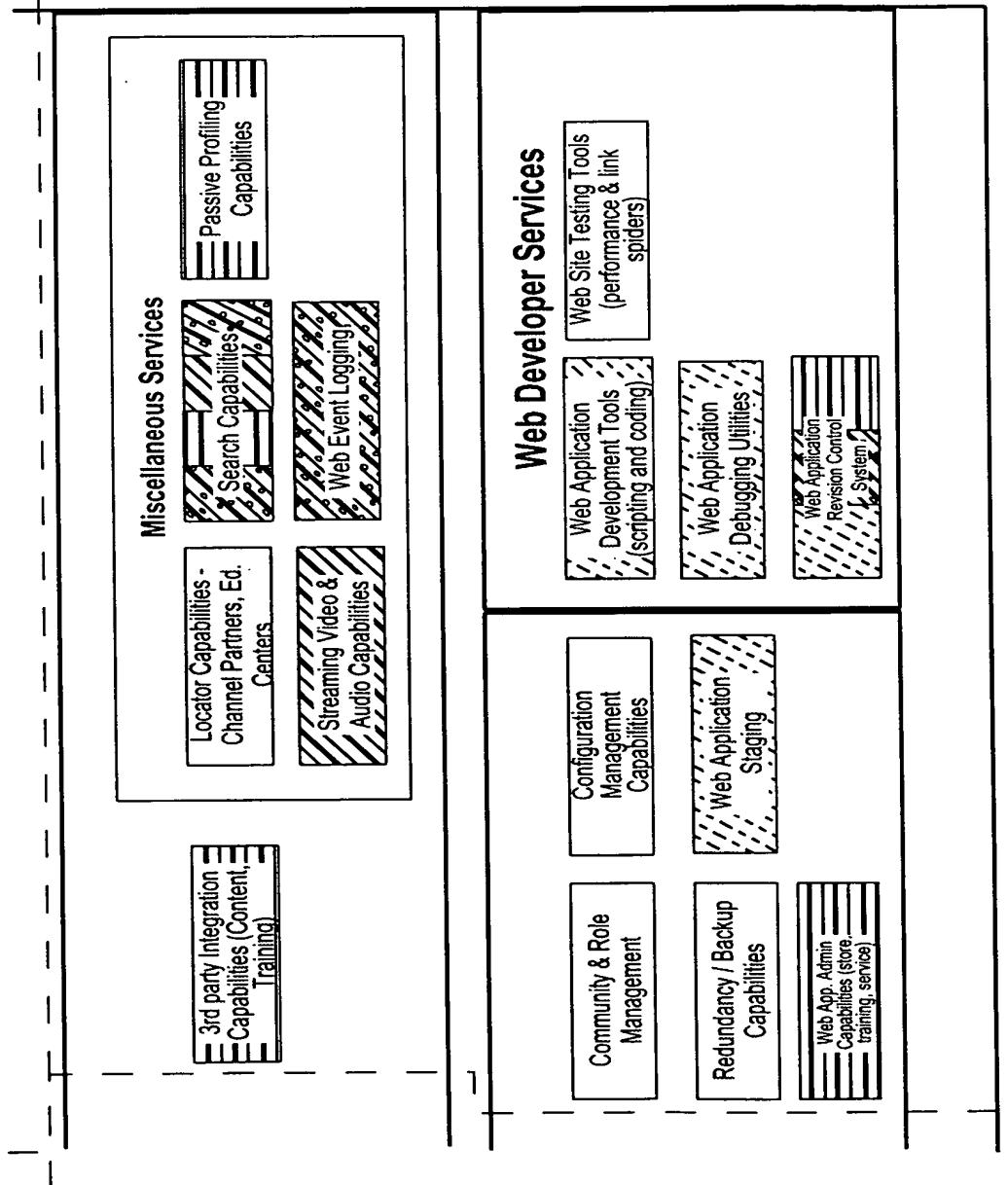


Fig. 31C



Fig. 31f



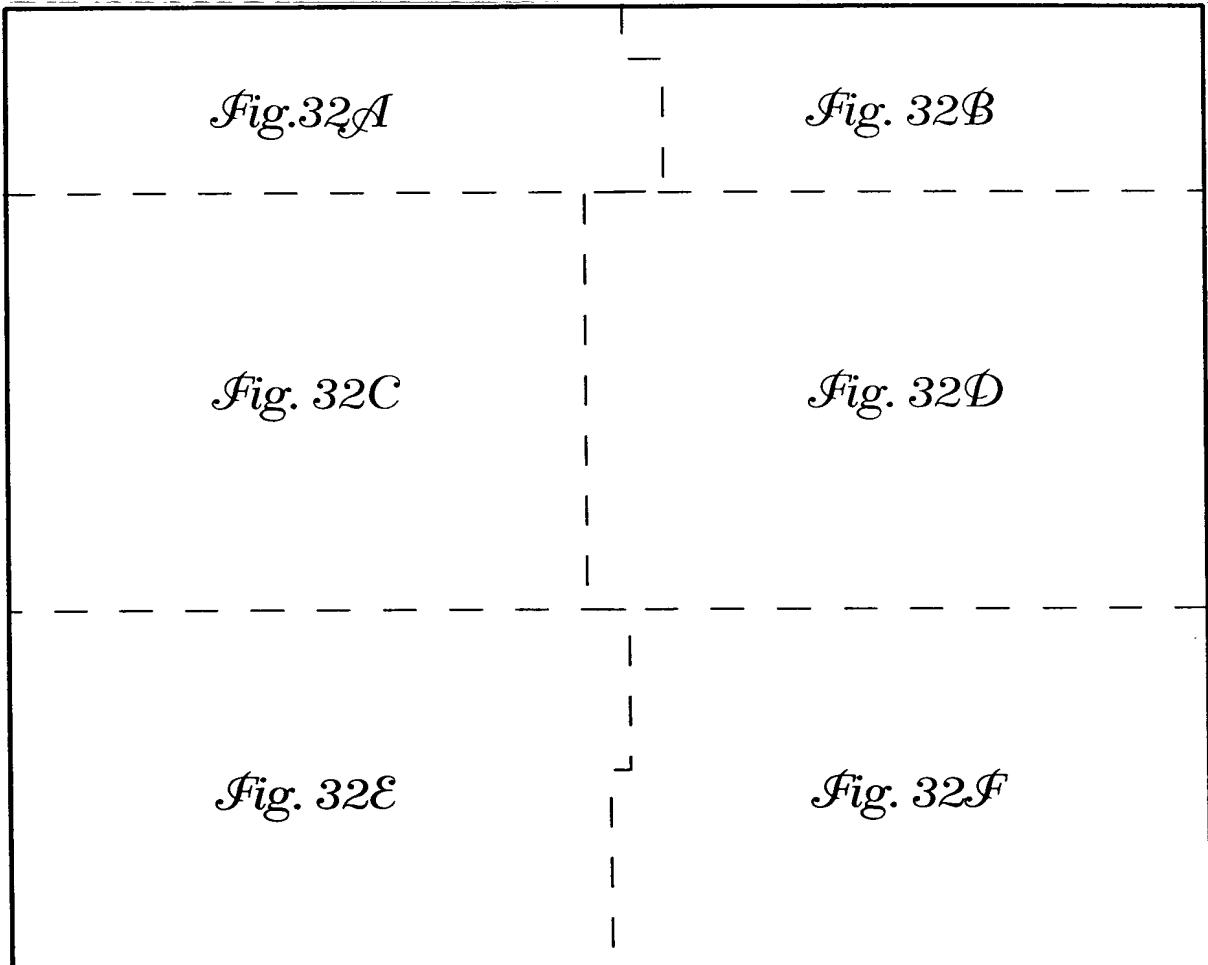


Fig. 32

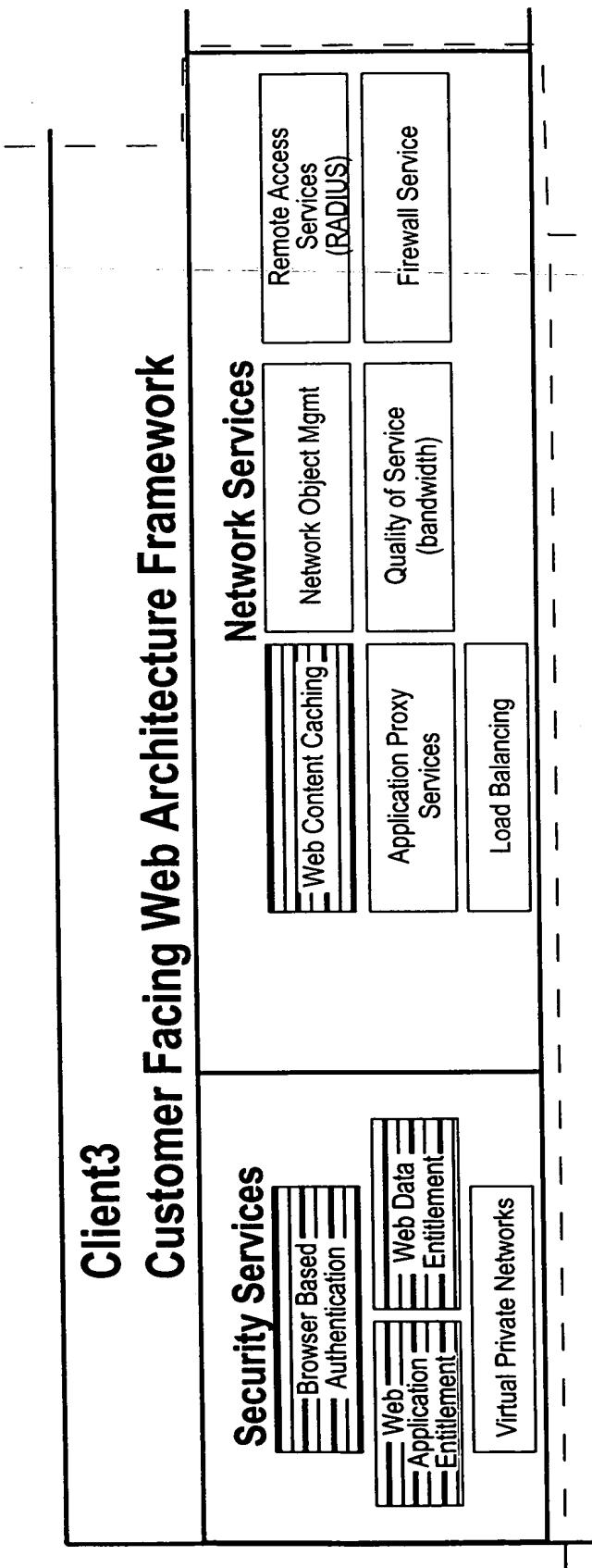


Fig. 32A

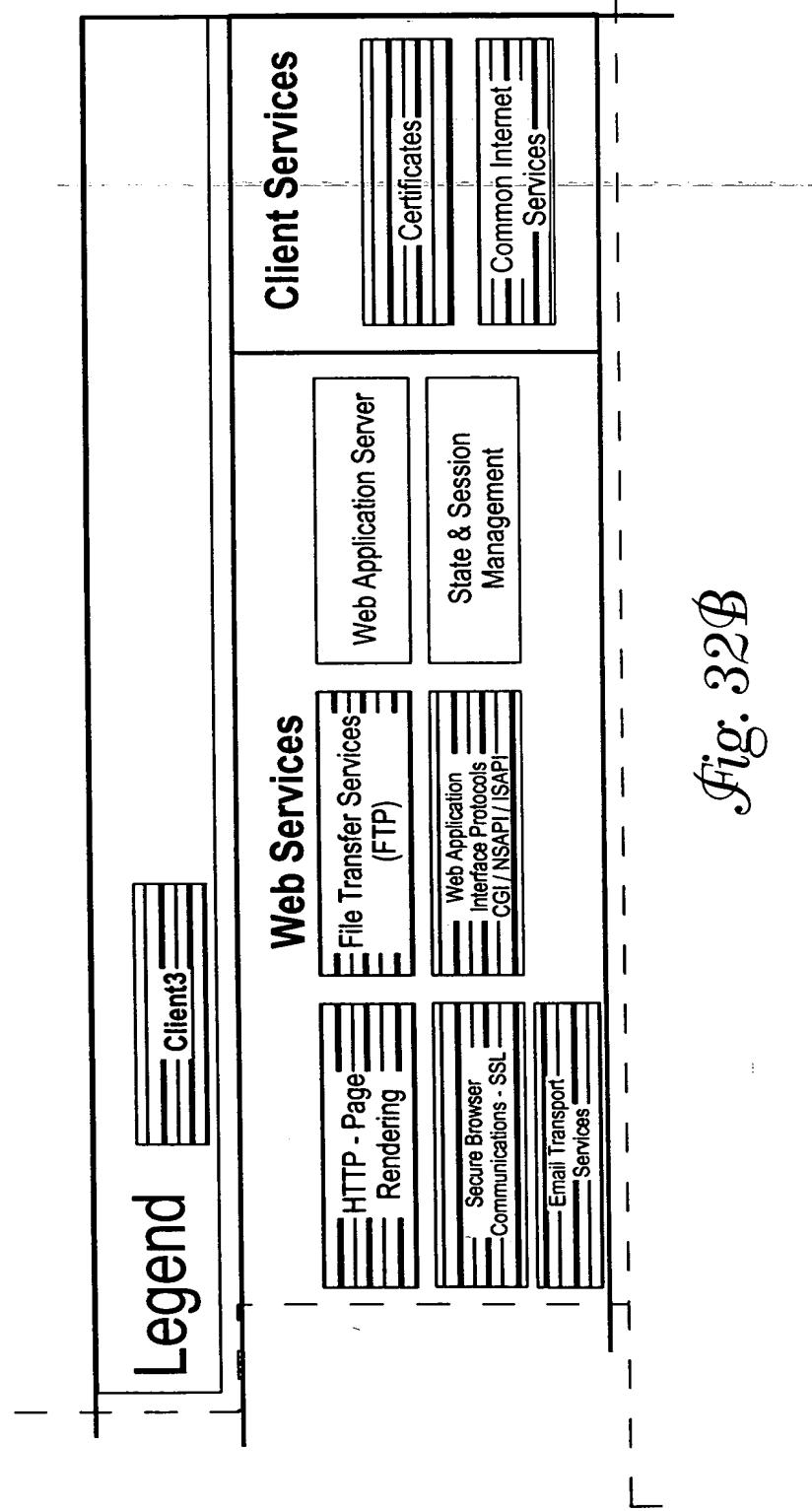
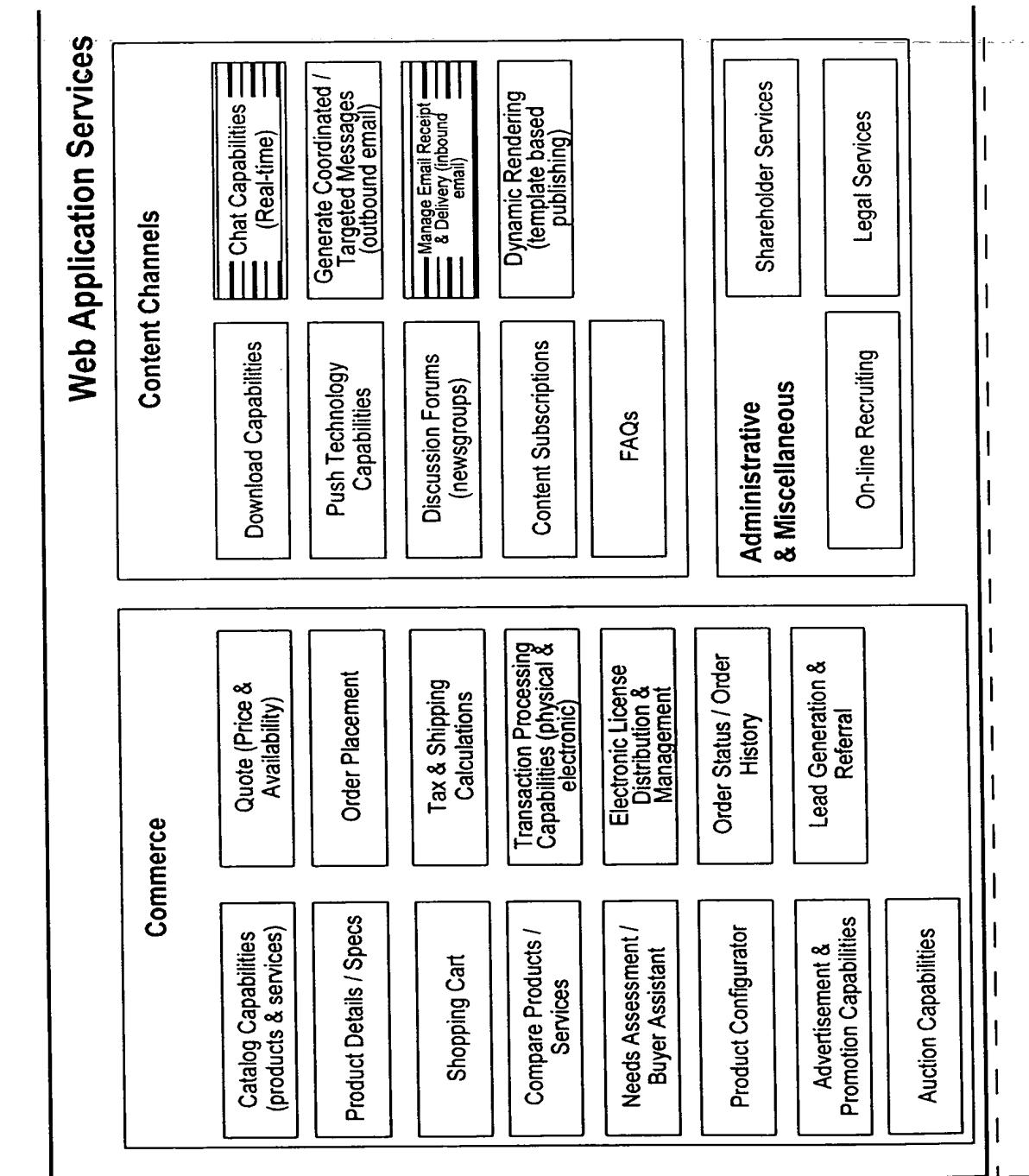


Fig. 32B



Fig. 32C



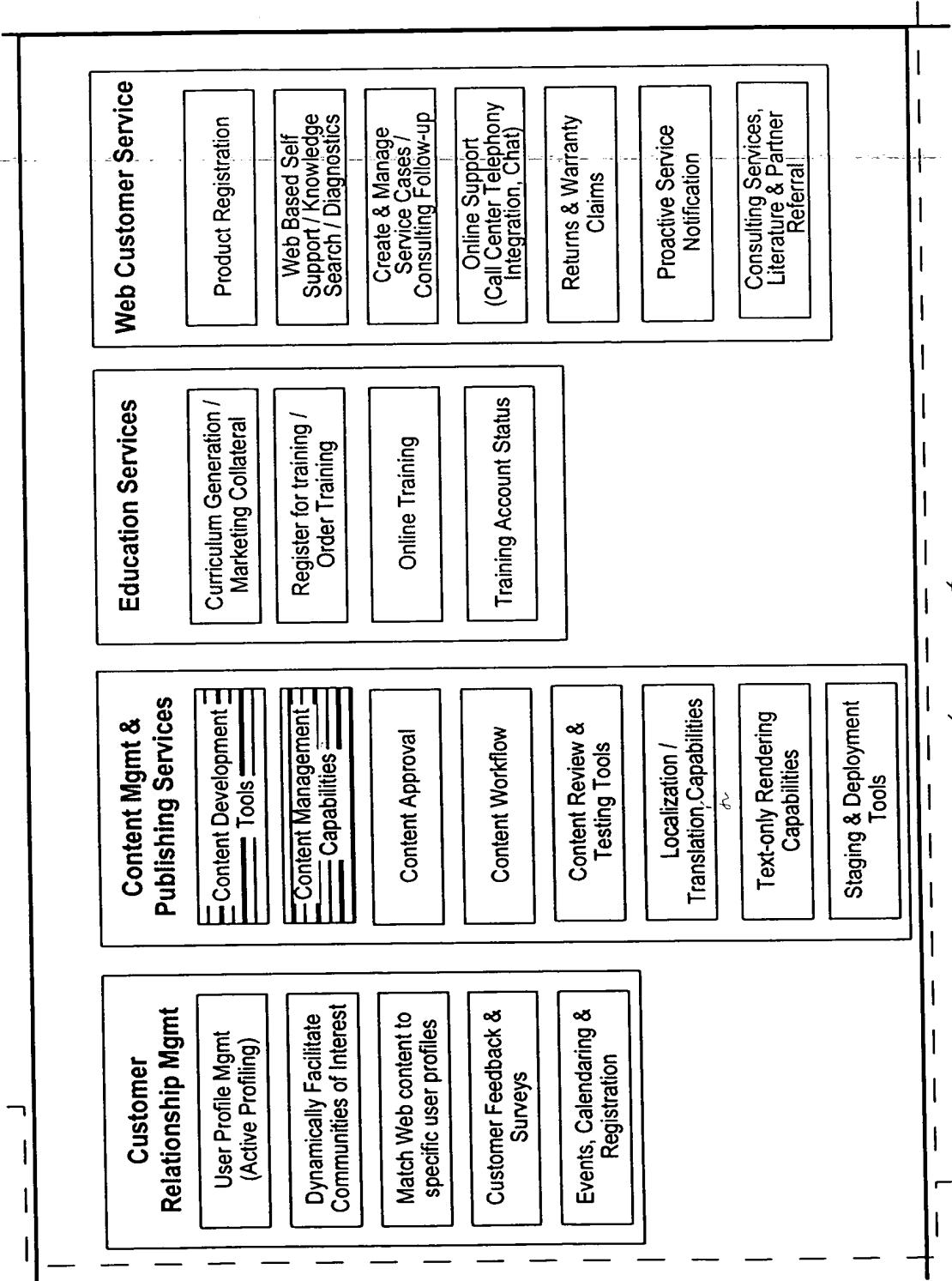


Fig. 32D

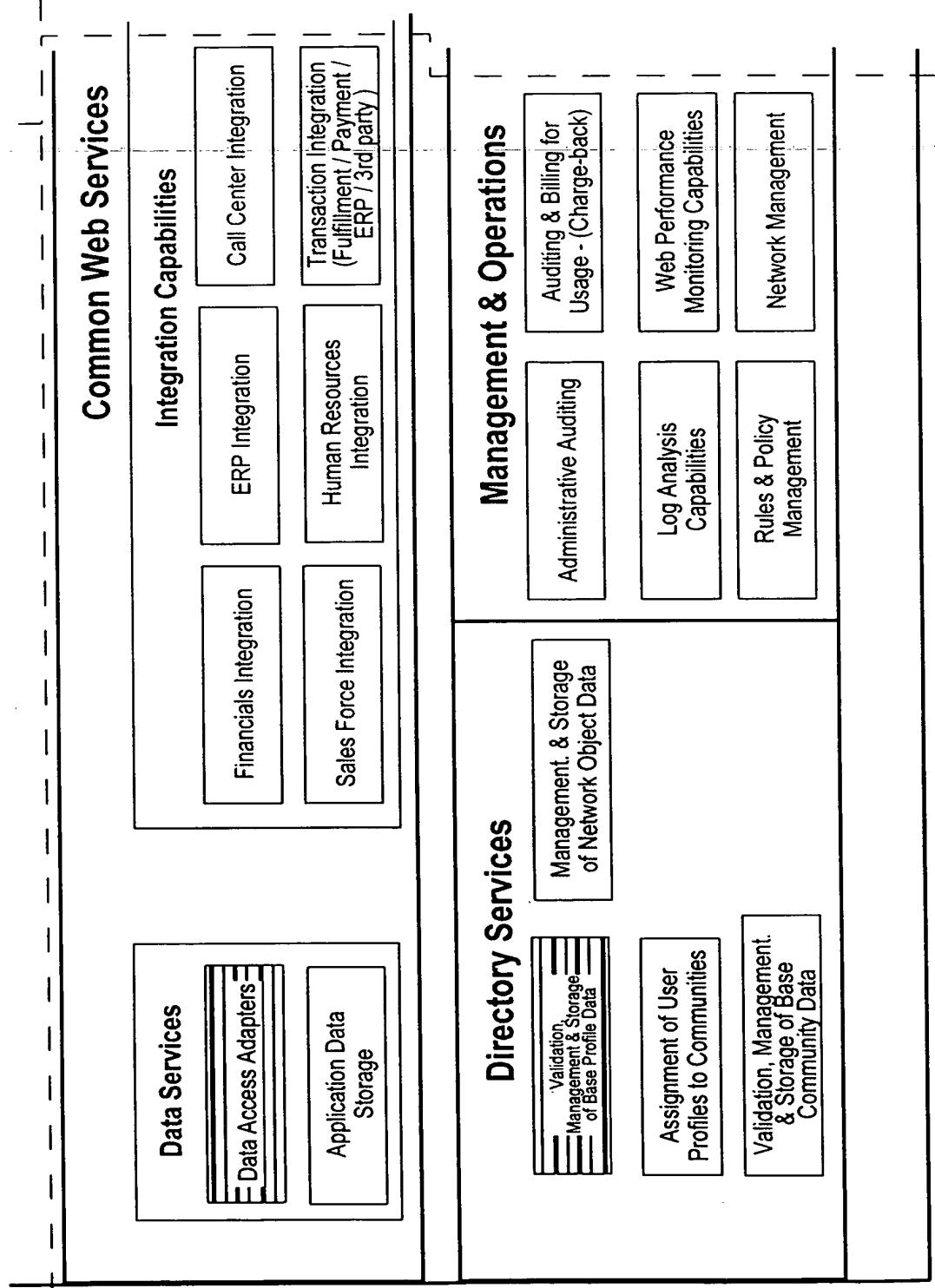


Fig. 32C

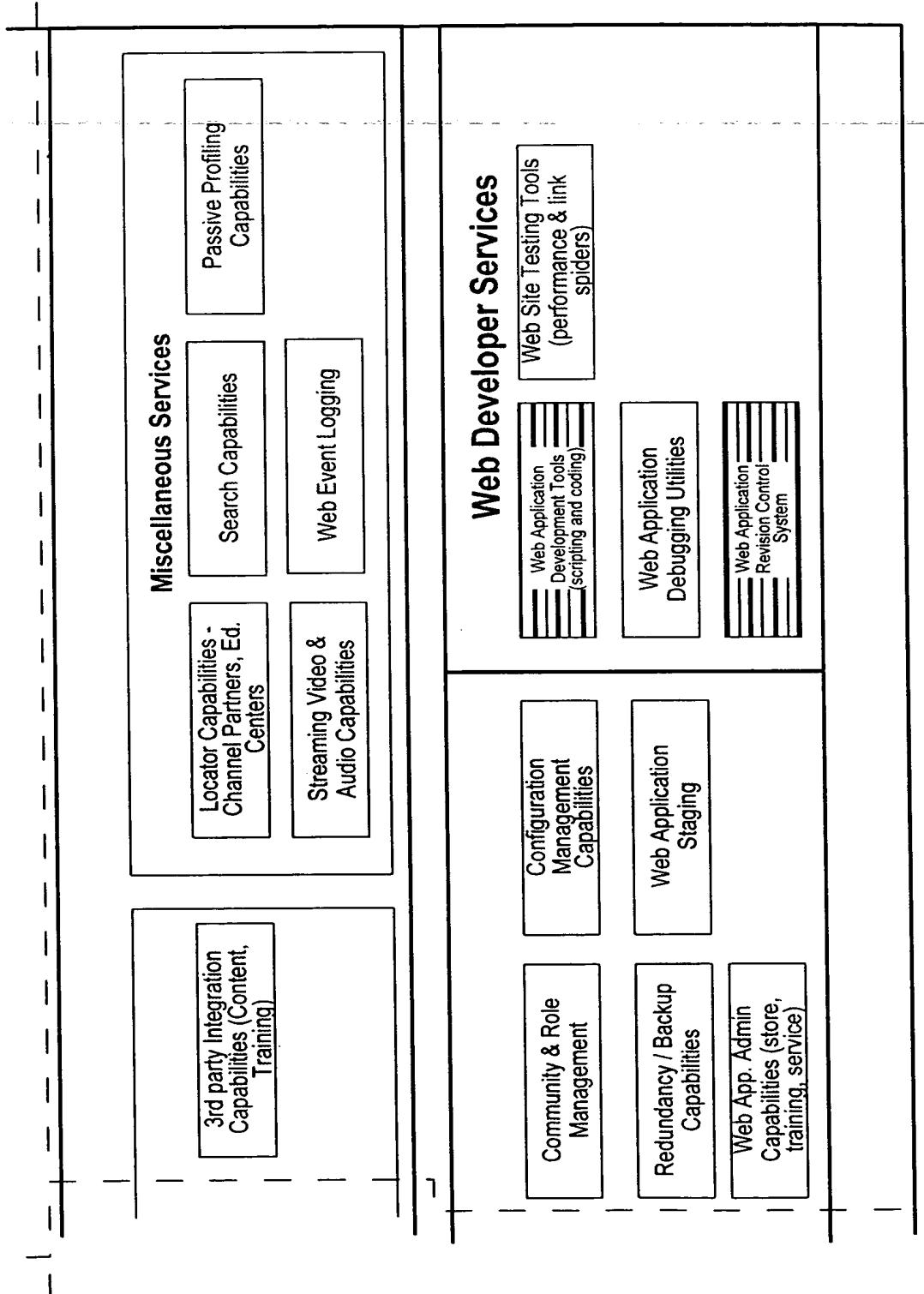


Fig. 32.F



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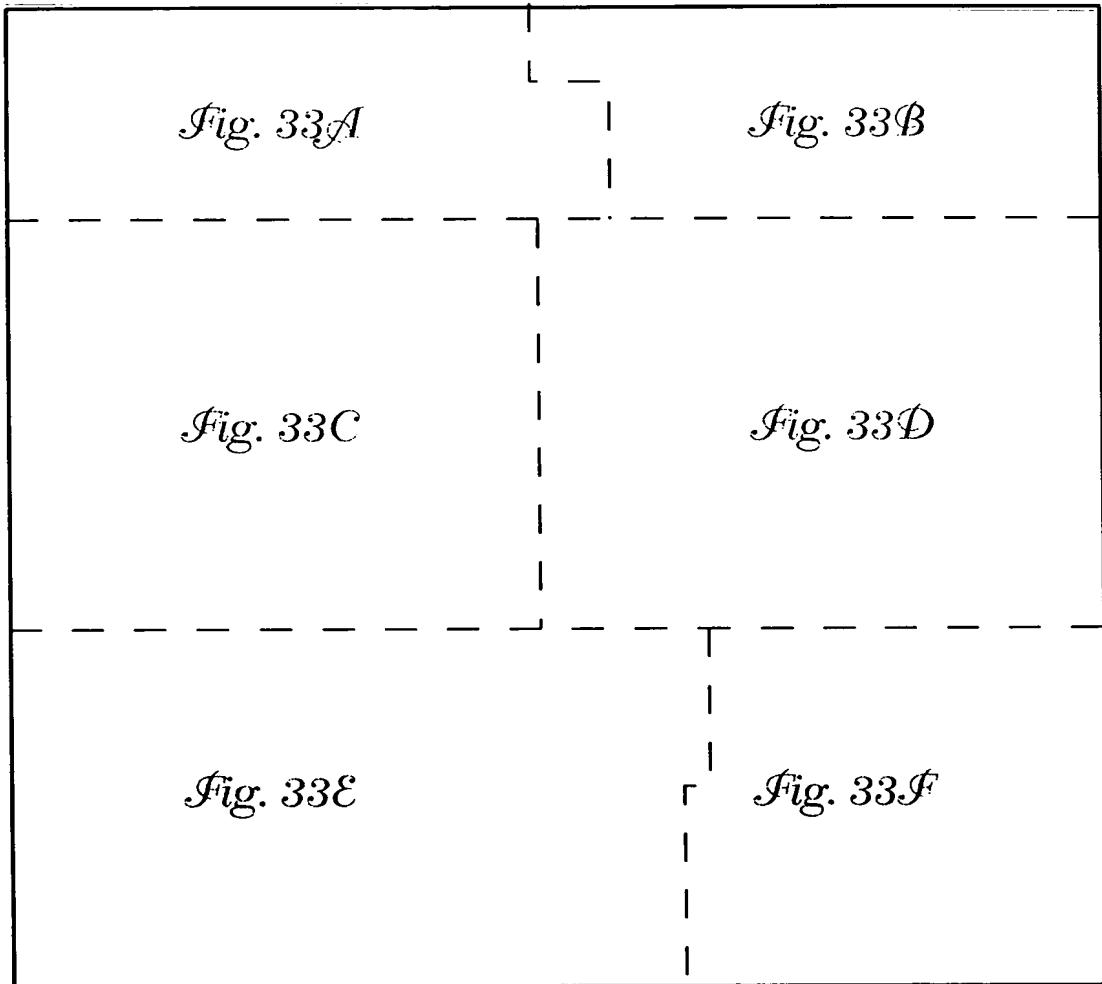


Fig. 33

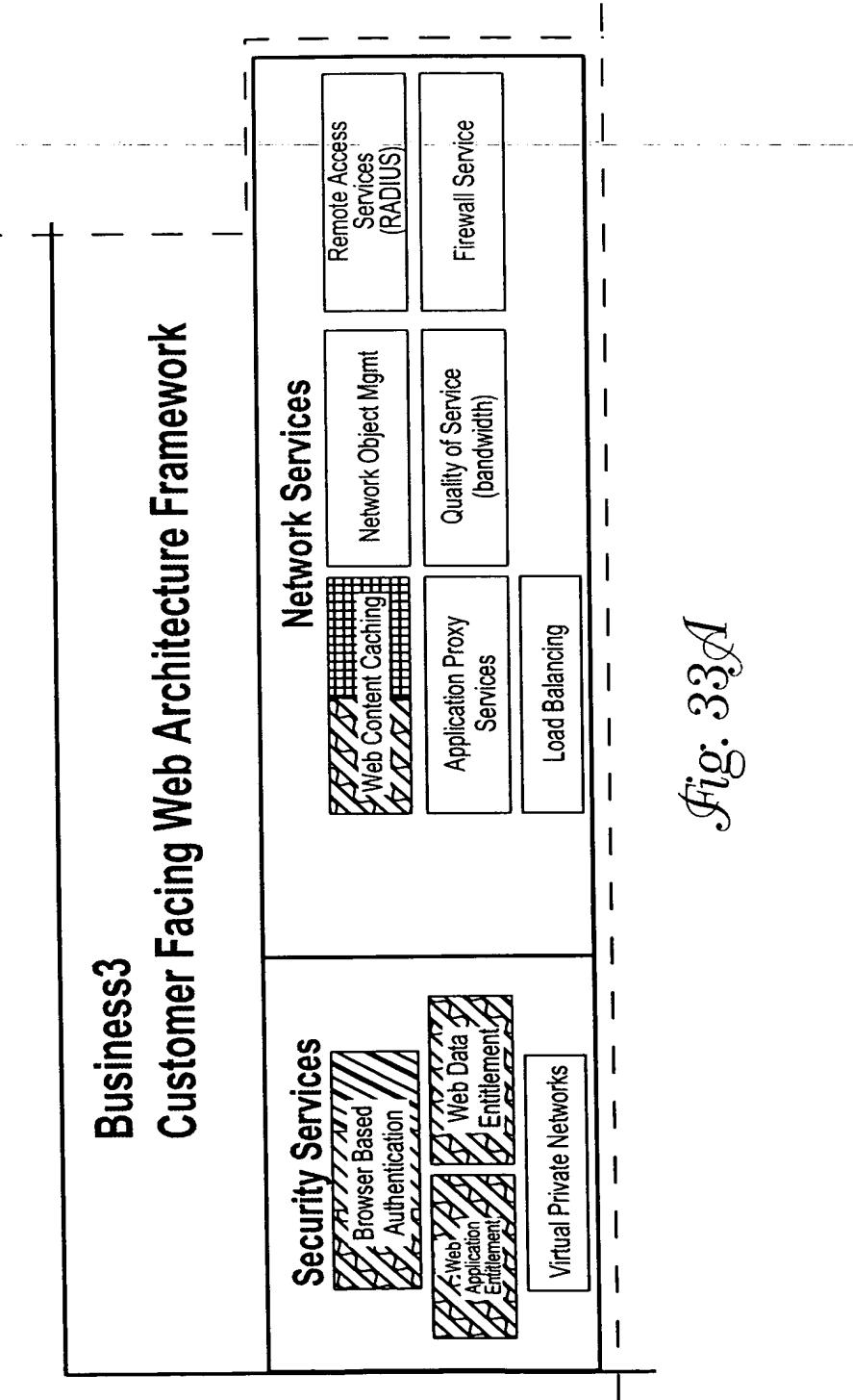


Fig: 33A



Fig. 33B

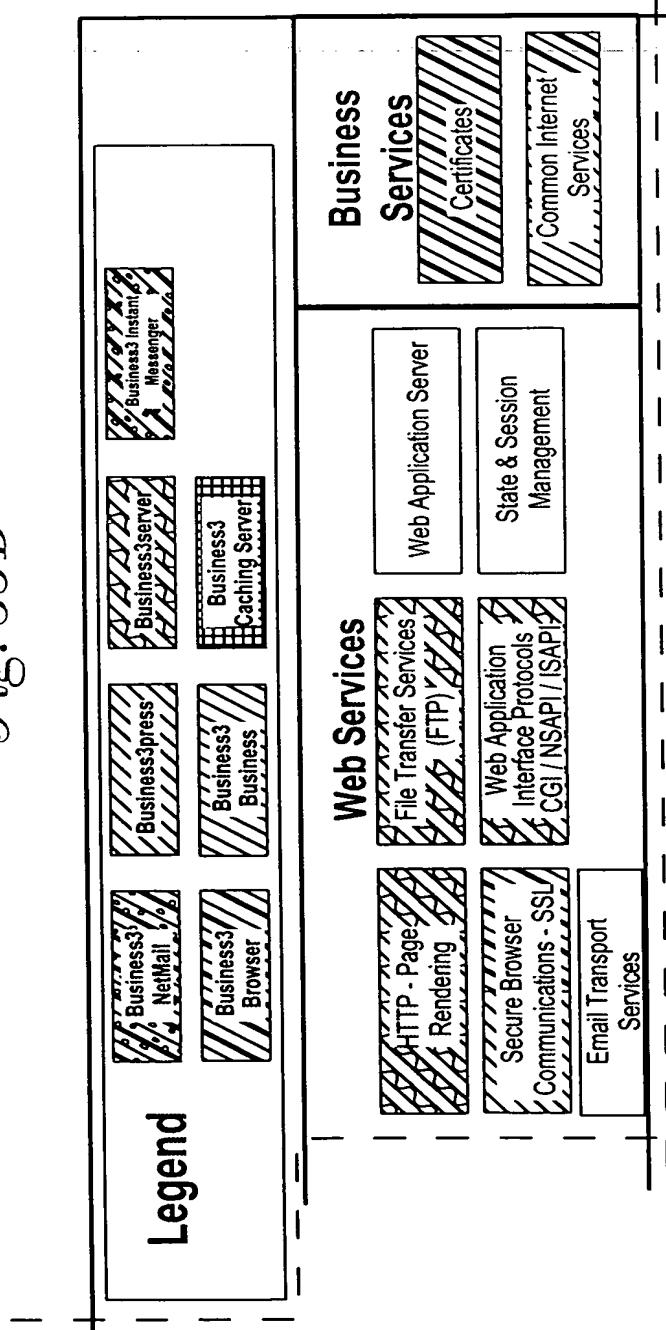
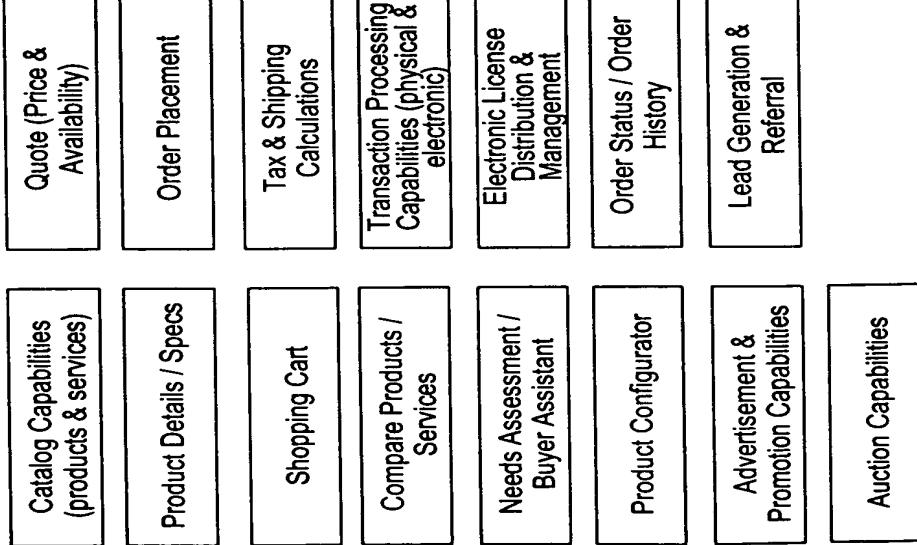




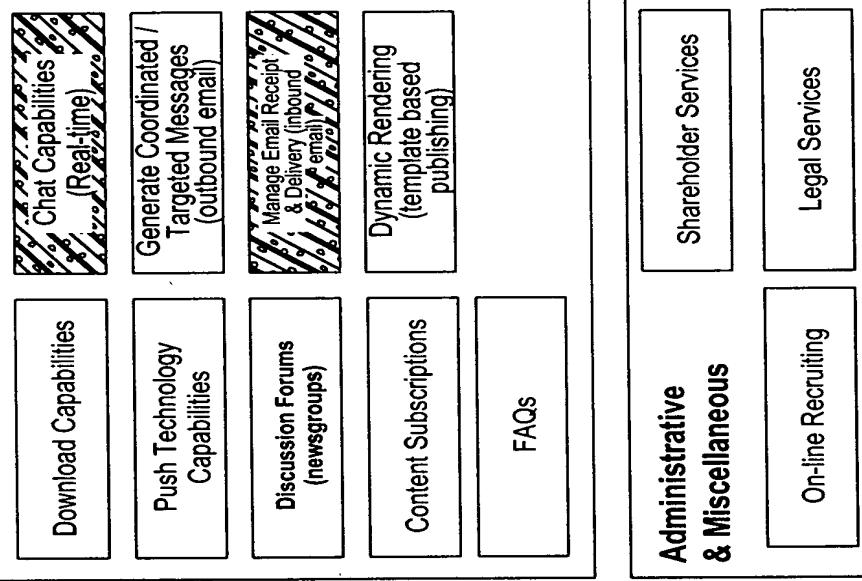
Fig. 33C

Web Application Services

Commerce



Content Channels



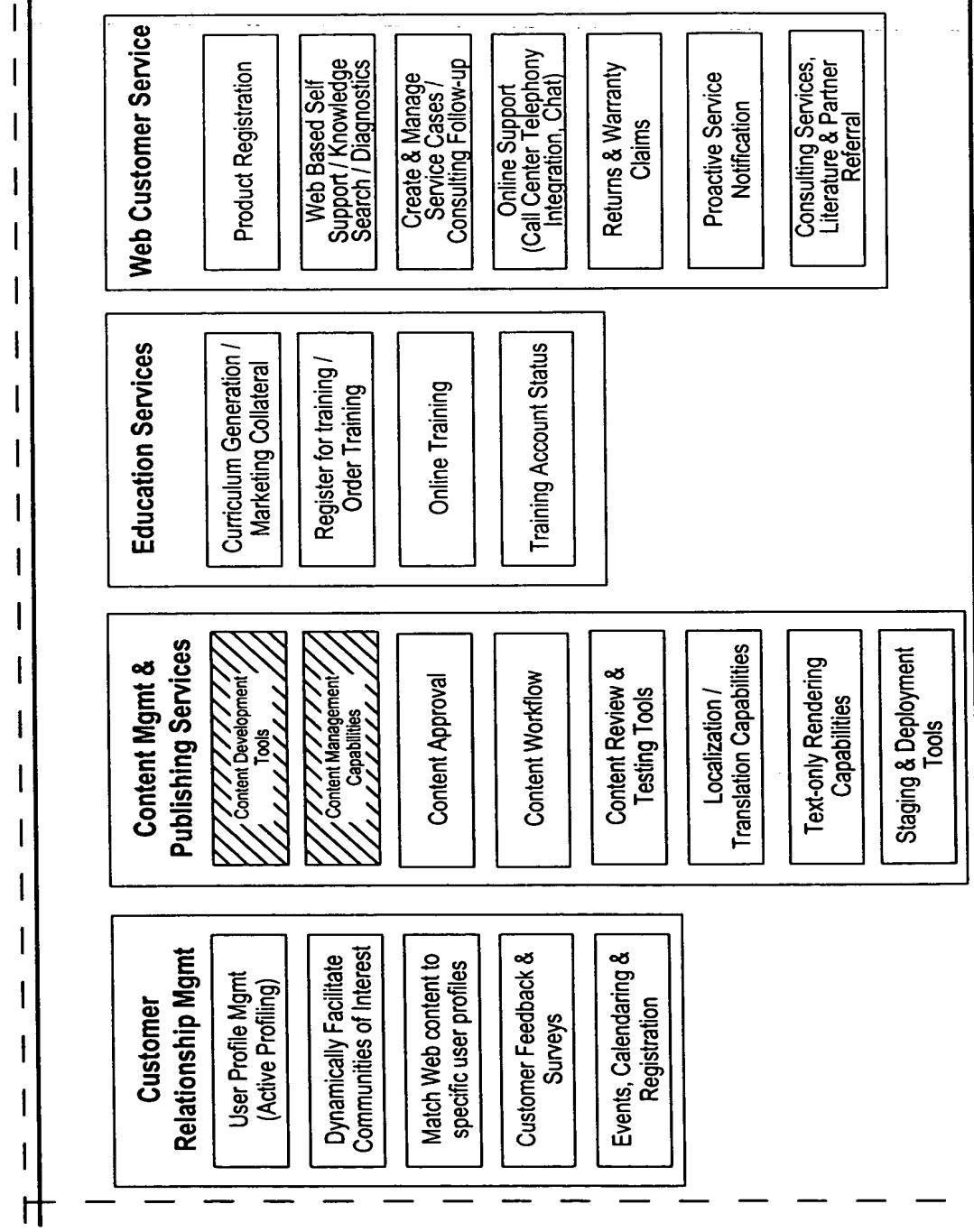


Fig. 33D

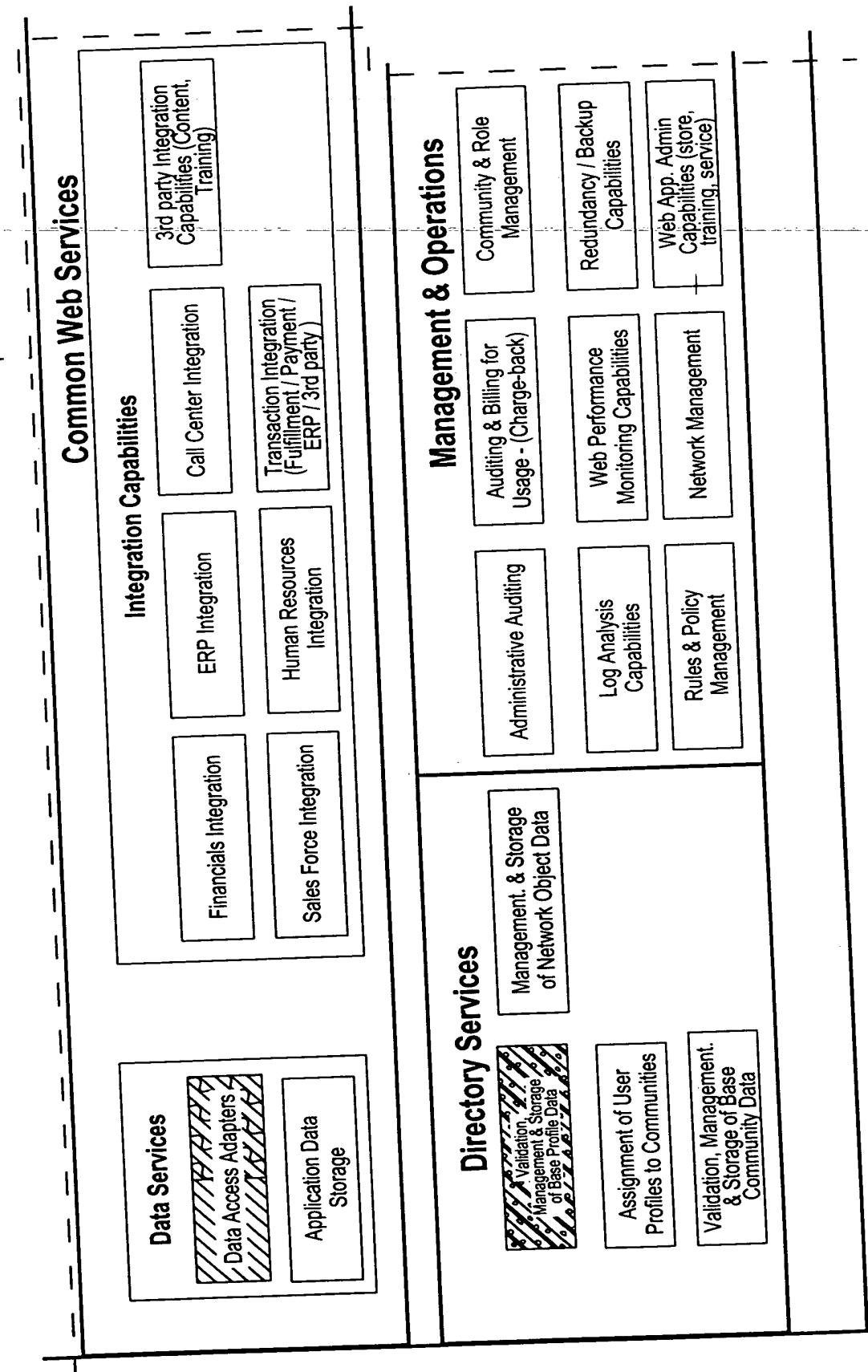


Fig: 33E

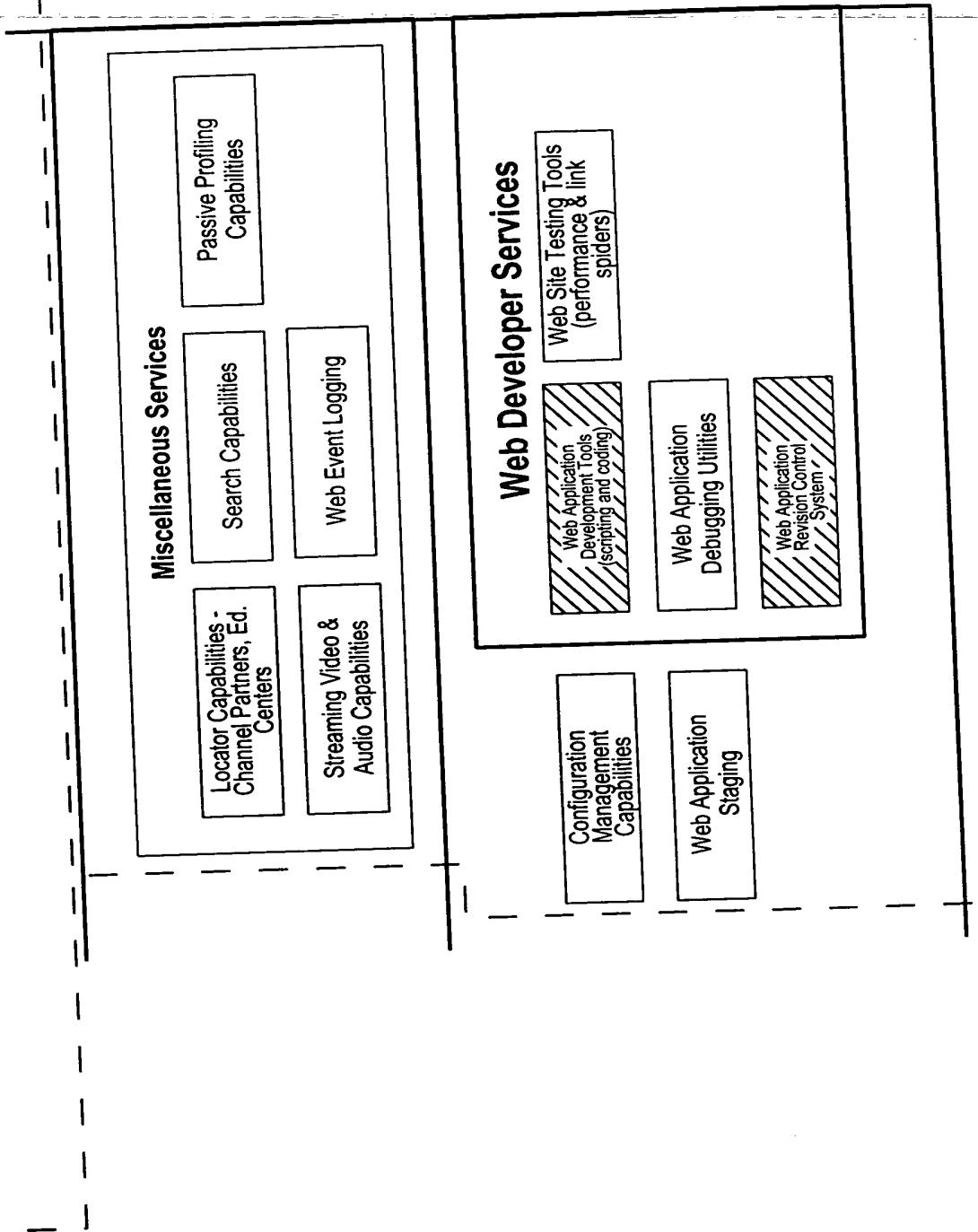


Fig. 33.F

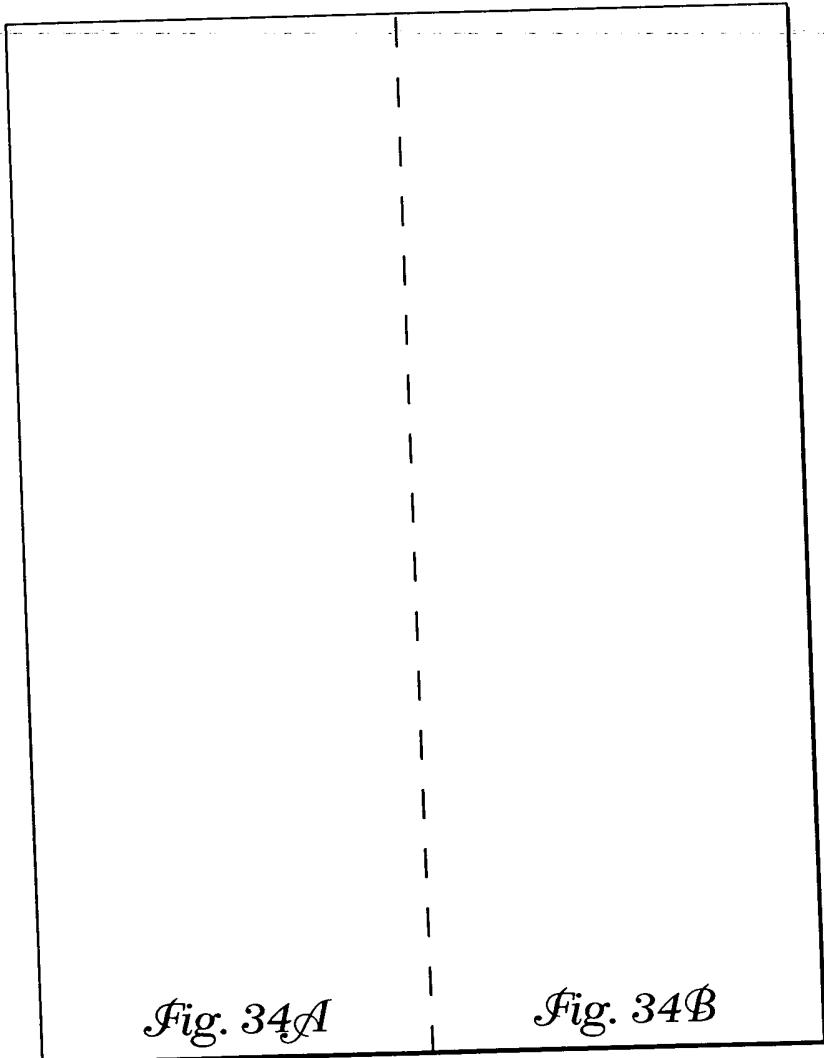


Fig. 34

Business1

Customer Facing Capabilities - Infrastructure Services

Core Capabilities

Security Services



- Verifies user identity using built-in browser functionality
- Maintains authentication information throughout sessions
- Utilizes centralized directory of profiles
- Provides LDAP compatibility
- Provides NDS compatibility



- Restricts access to specific web applications based upon user privileges
- Determines if a user or group of users have permission to perform an operation in a specific application
- Utilizes centralized directory of profiles for entitlement data
- Provides LDAP compatibility
- Provides NDS compatibility



- Restricts access to web content and data based upon user privileges
- Determines if a user or group of users have permission to manipulate web data (create, read, update, delete)
- Utilizes centralized directory of profiles for entitlement data
- Provides LDAP compatibility
- Provides NDS compatibility



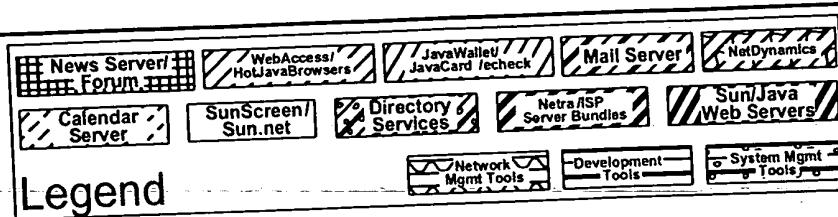
- Offers guaranteed secure data transfer
- Allows remote login
- Provides ability to grant varying levels of access based on user identity

Network Services



- Stores frequently requested web pages and graphics in a temporary location
- Serves up previously cached content without accessing original source
- Updates cache automatically to ensure integrity of content

Fig. 34A



Core Capabilities

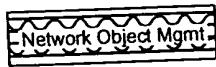
Extended Detail



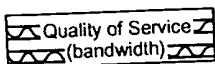
- Passes requests from external clients to internal web servers and returns results
- Serves as trusted agent to access machines on the behalf of clients
- Hides IP Addresses of machines from external clients
- Provides configuration control over access permissions
- Provides reverse proxy services



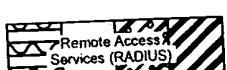
- Spreads tasks among application servers using an intelligent load-balance scheme (e.g., CPU utilization)
- Provides a centralized task distribution mechanism for routing services
- Identifies servers that are off-line and re-routes traffic



- Provides centralized directory to facilitate network object interactions
- Provides ability to administer network objects (e.g. printers, routers)



- Offers range of speed and bandwidth based on customer profile (e.g., larger, higher profile customers get faster service upon request)

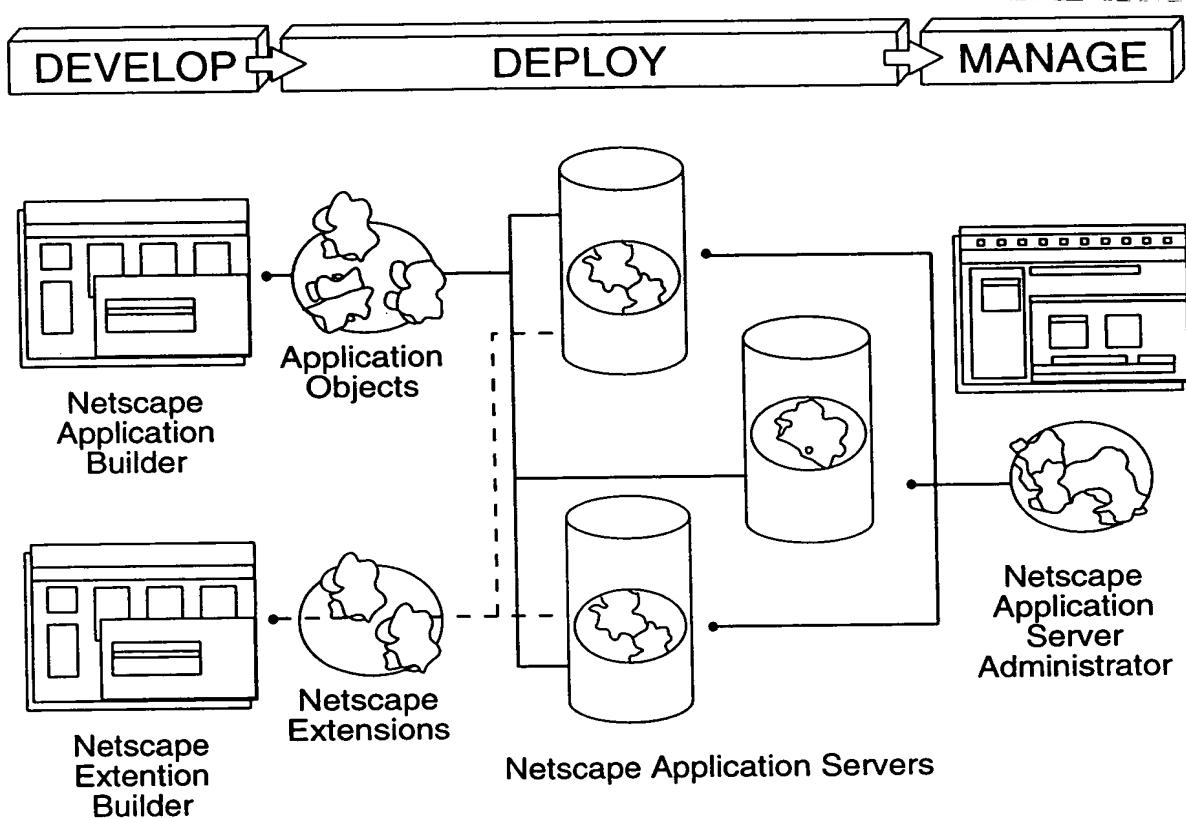


- Enables high density modem pooling
- Provides a single dial-in number for ISDN or Analog calls and an automatic back-up number if first one does not work
- Creates an Integrated Firewall / authentication
- Allows remote authenticated access to intranet

Fig. 34B



Client2 Application Server



Client2 Application Server

Fig. 35

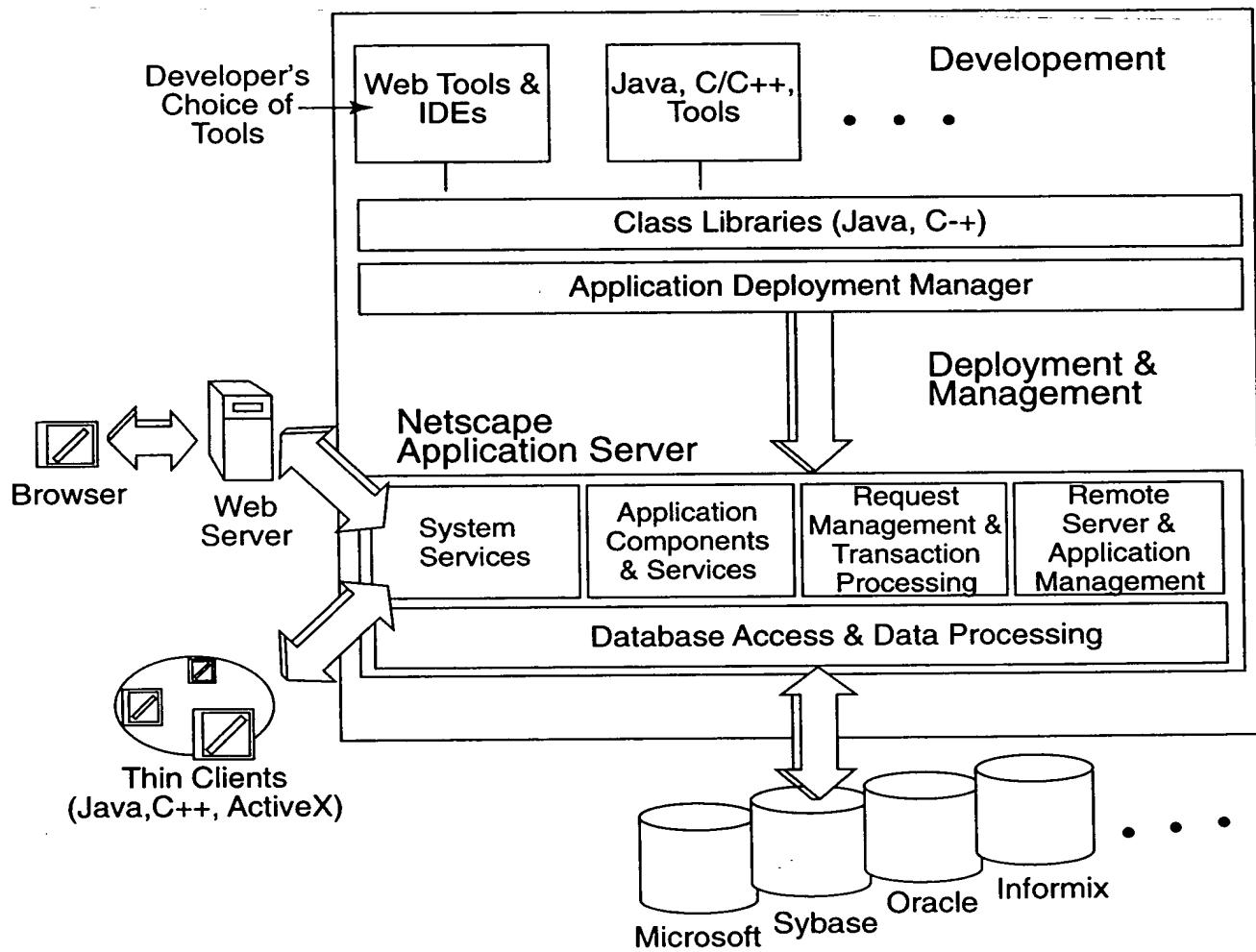


Fig. 36



Client2 ECXpert

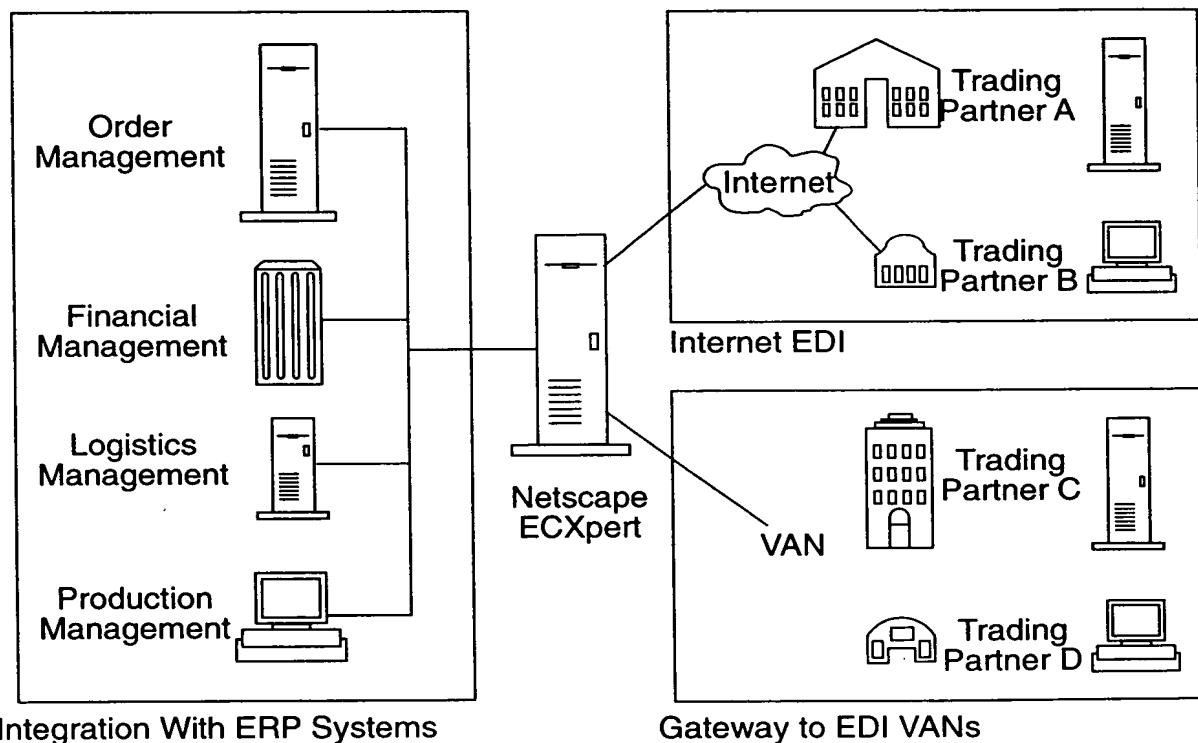


Fig. 37



Client2 ECXpert

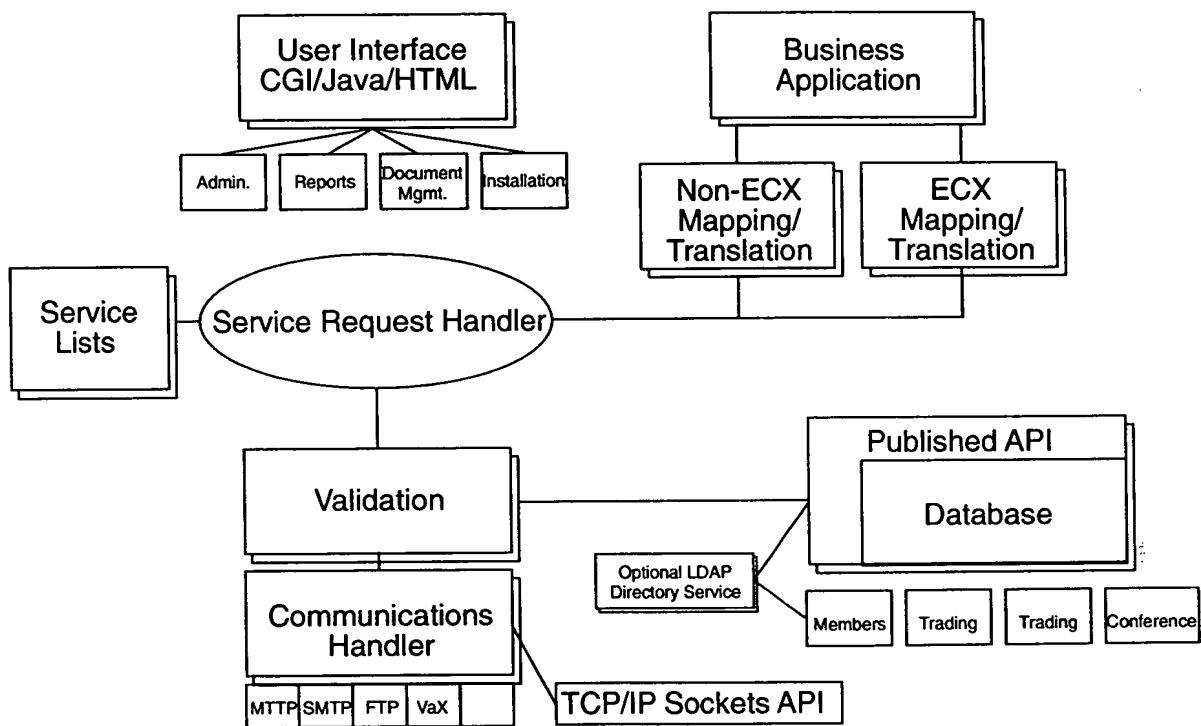


Fig. 38



Client2 SellerXpert

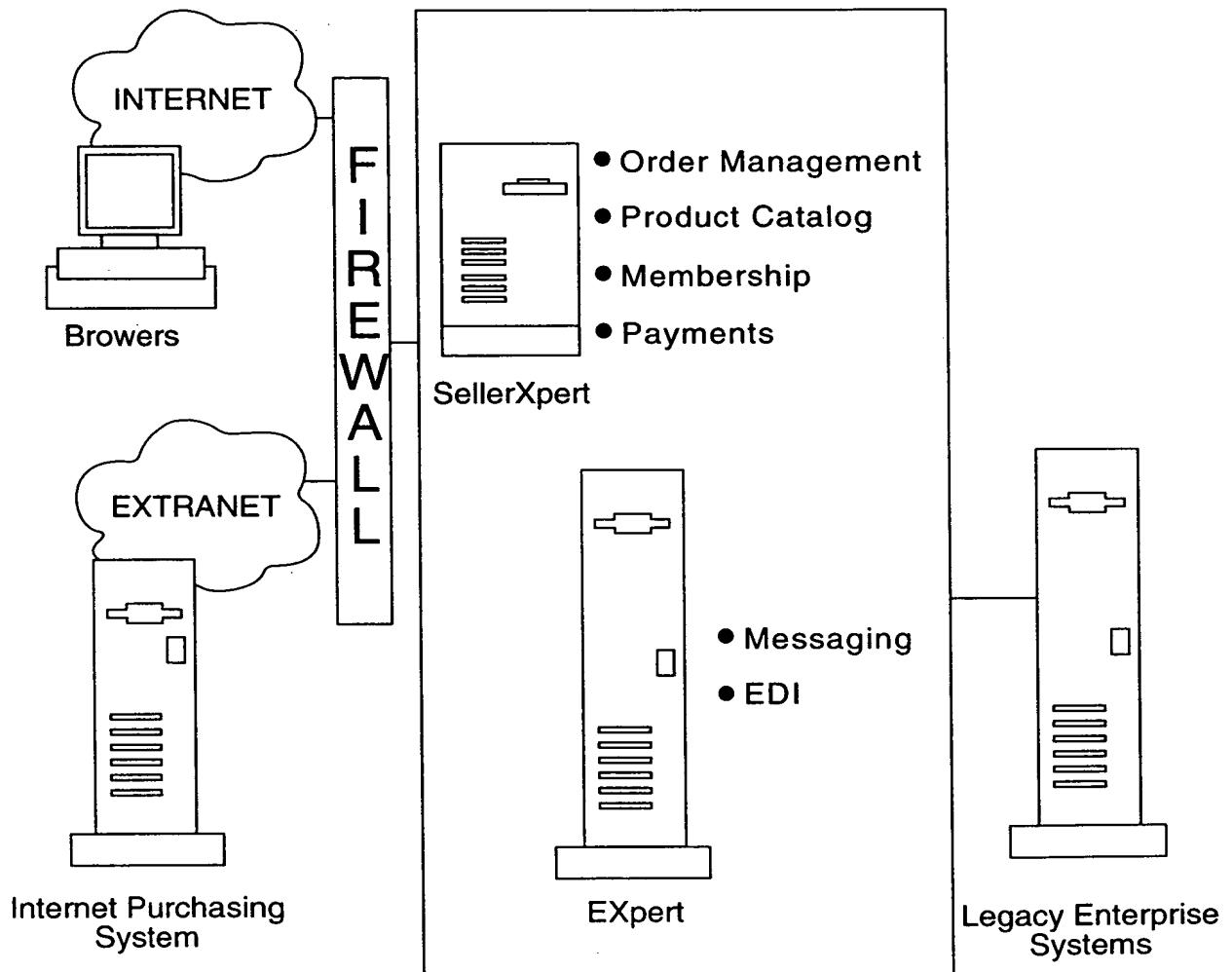


Fig. 39

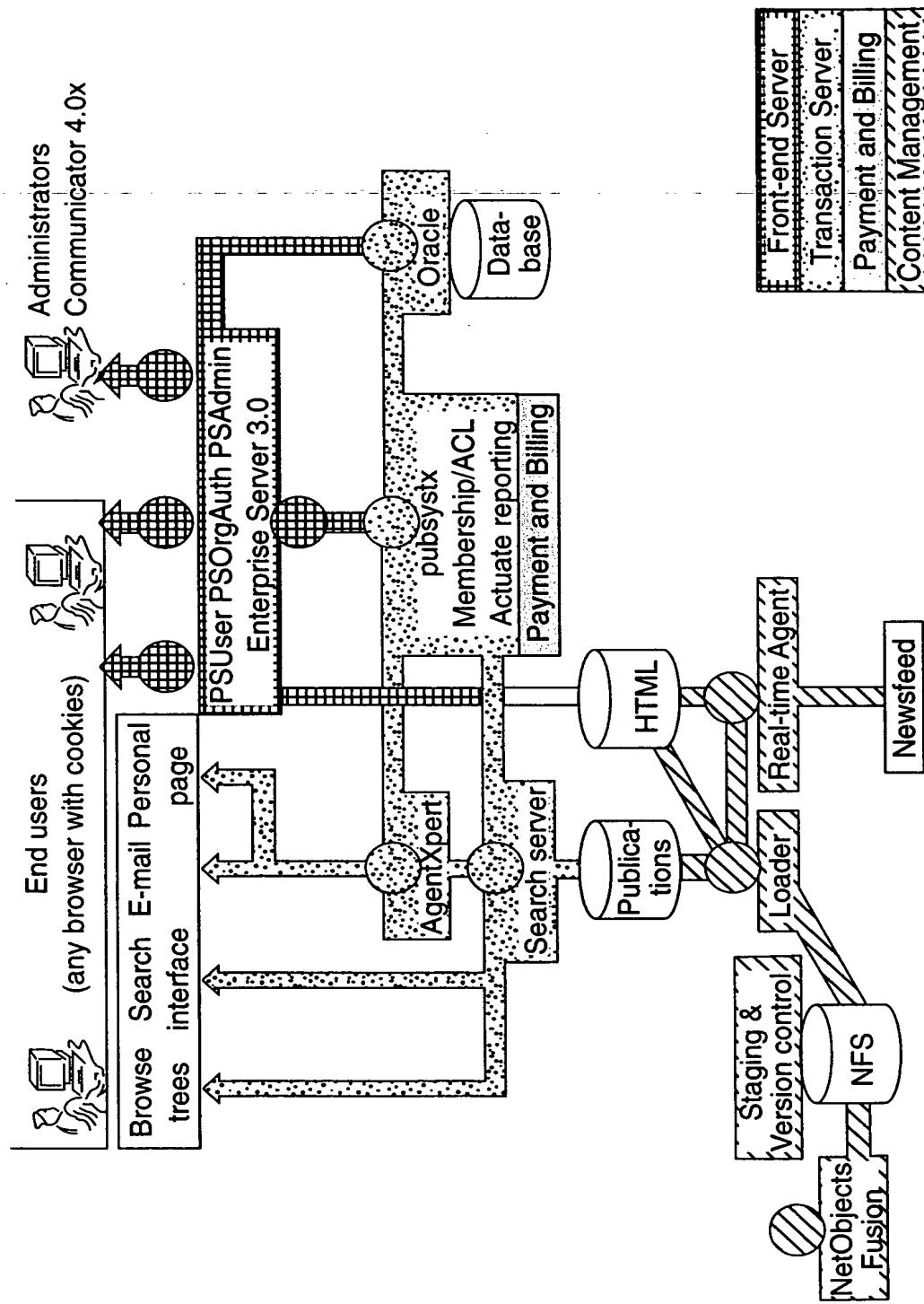
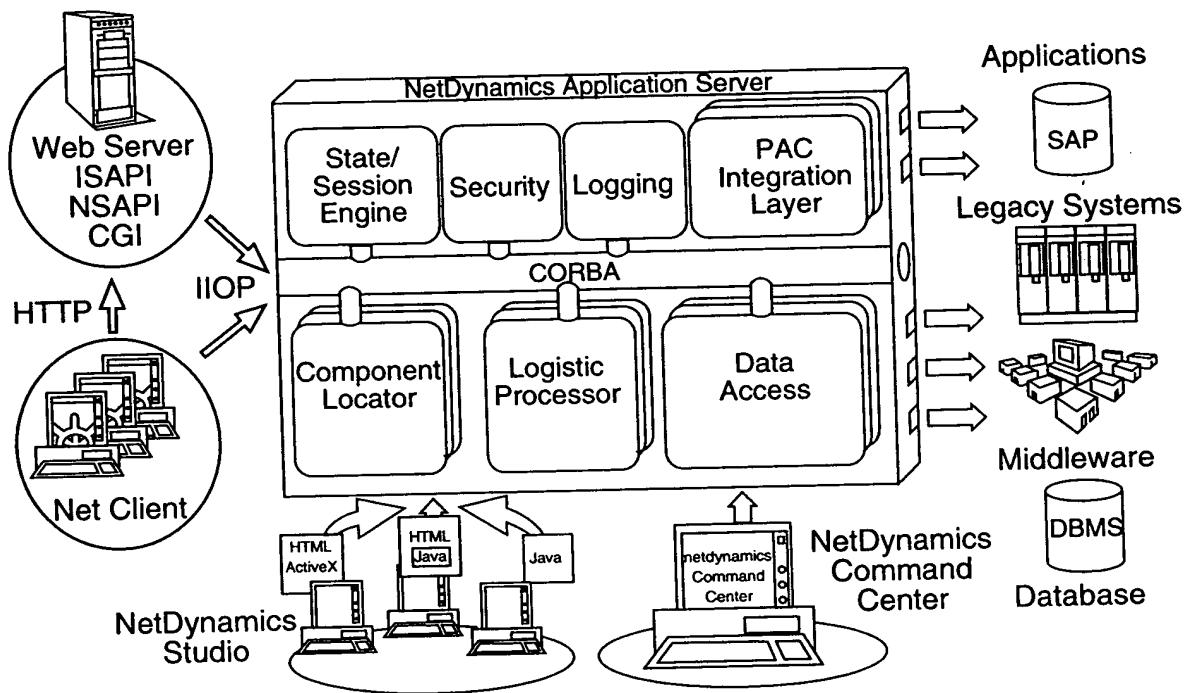


Fig. 40



- ① Any Web browser requests a dynamic-page
- ② The Web server notifies ColdFusion
- ③ ColdFusion processes the dynamic-page based on the CFML tags
- ④ ColdFusion generates an HTML page
- ⑤ The Web server sends the HTML page to the browser

Fig. 41



Client1 Internet Mail Server

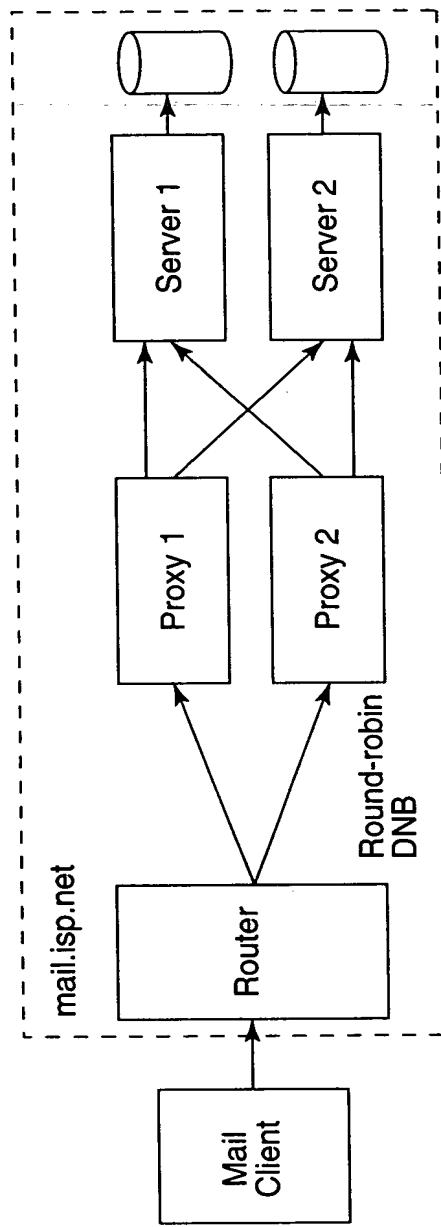


Fig. 42



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Client1 Internet News Server

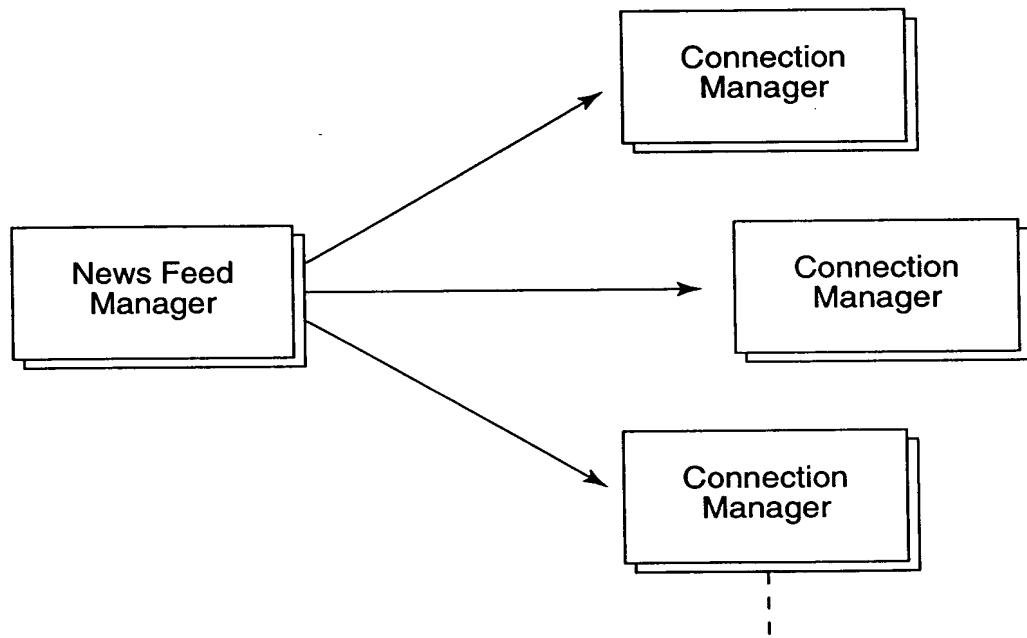


Fig. 43



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Client1 Personal WebAccess Browser

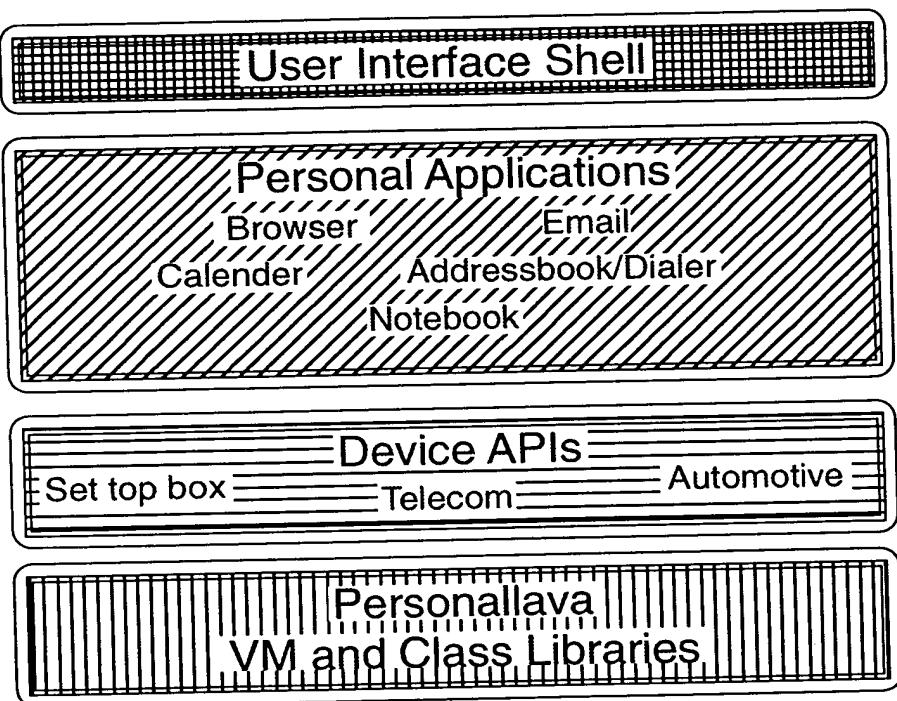


Fig. 44



Client1 Directory Services

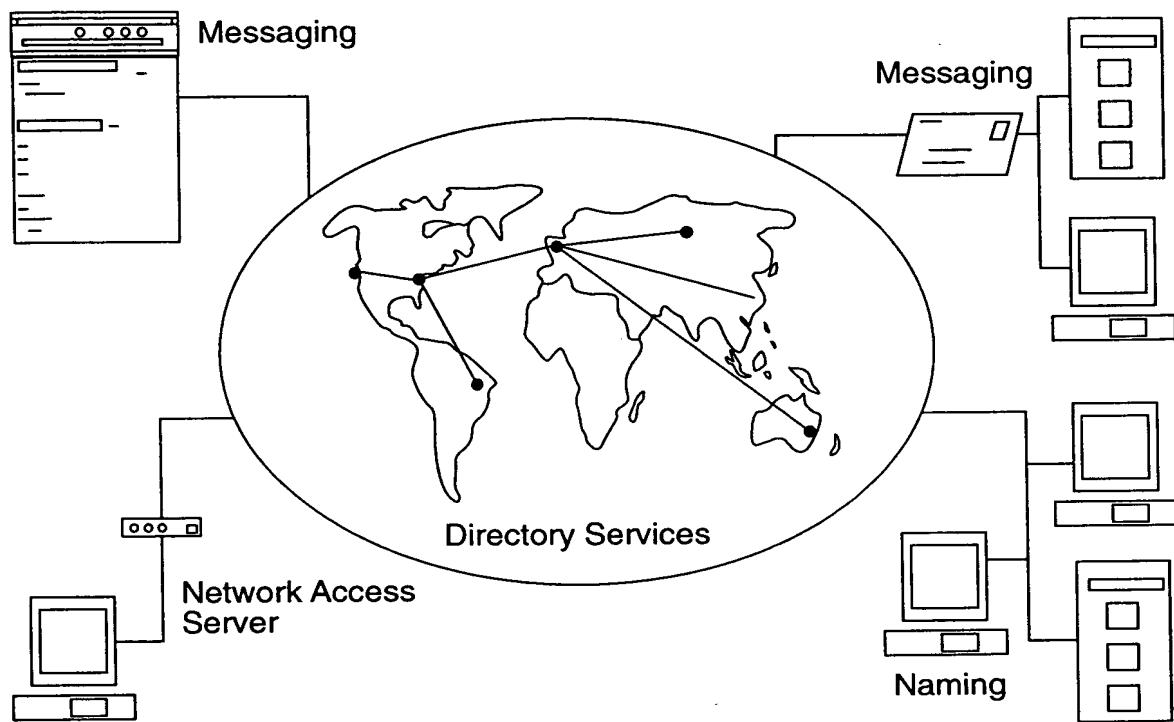


Fig. 45



Client1 JavaWallet

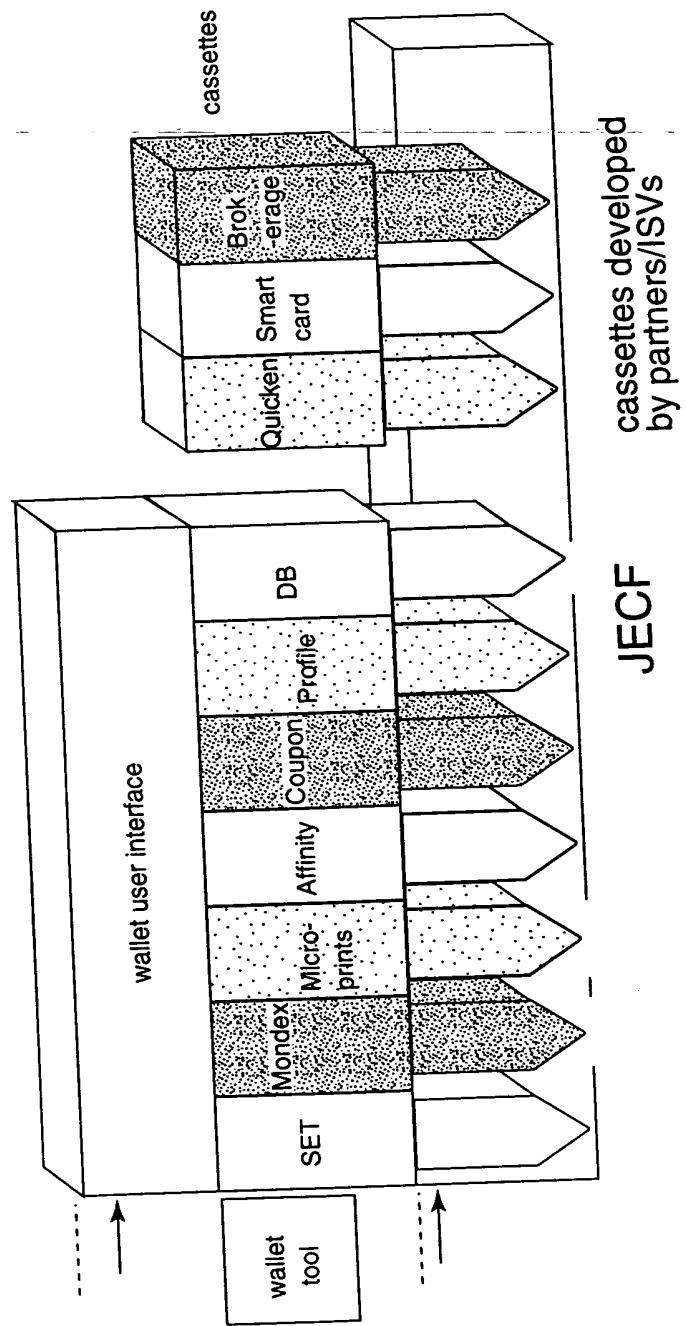


Fig. 46



Client1Screen Product Suite

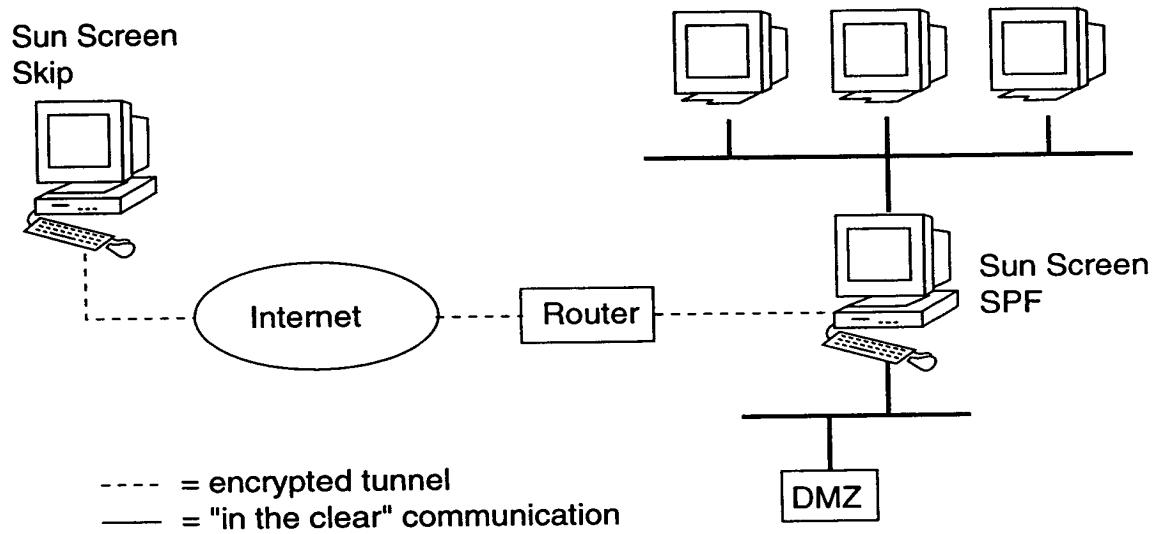


Fig. 47



Netra Internet Server Bundle

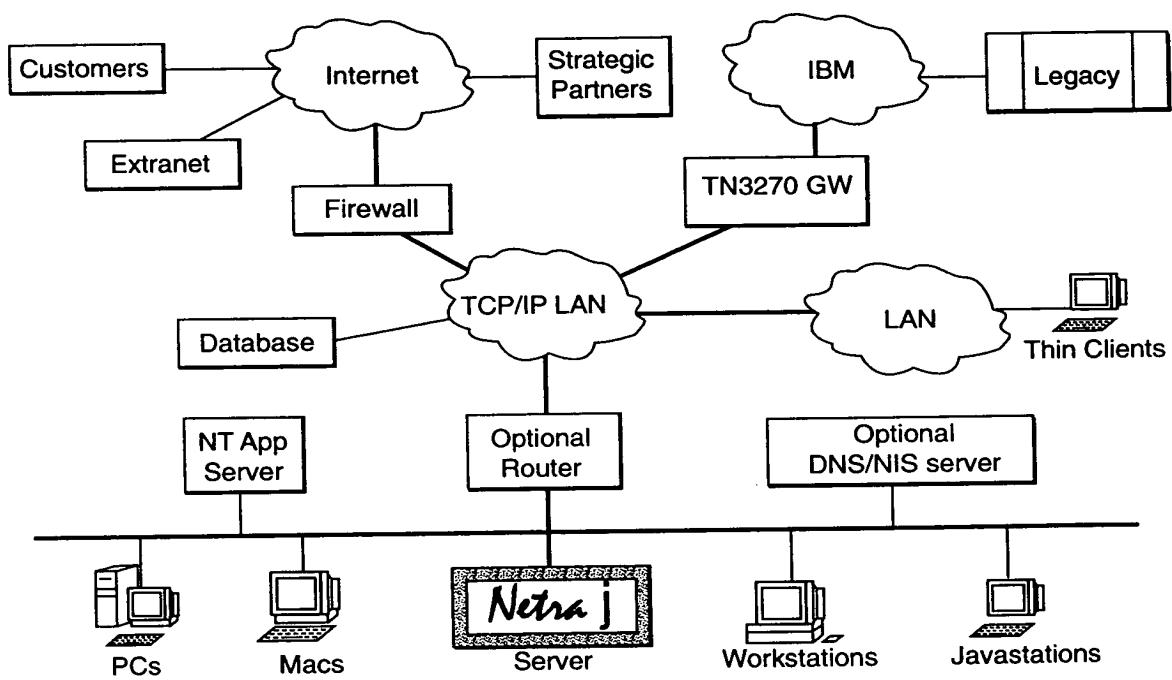


Fig. 48



Solaris ISP Server Bundle

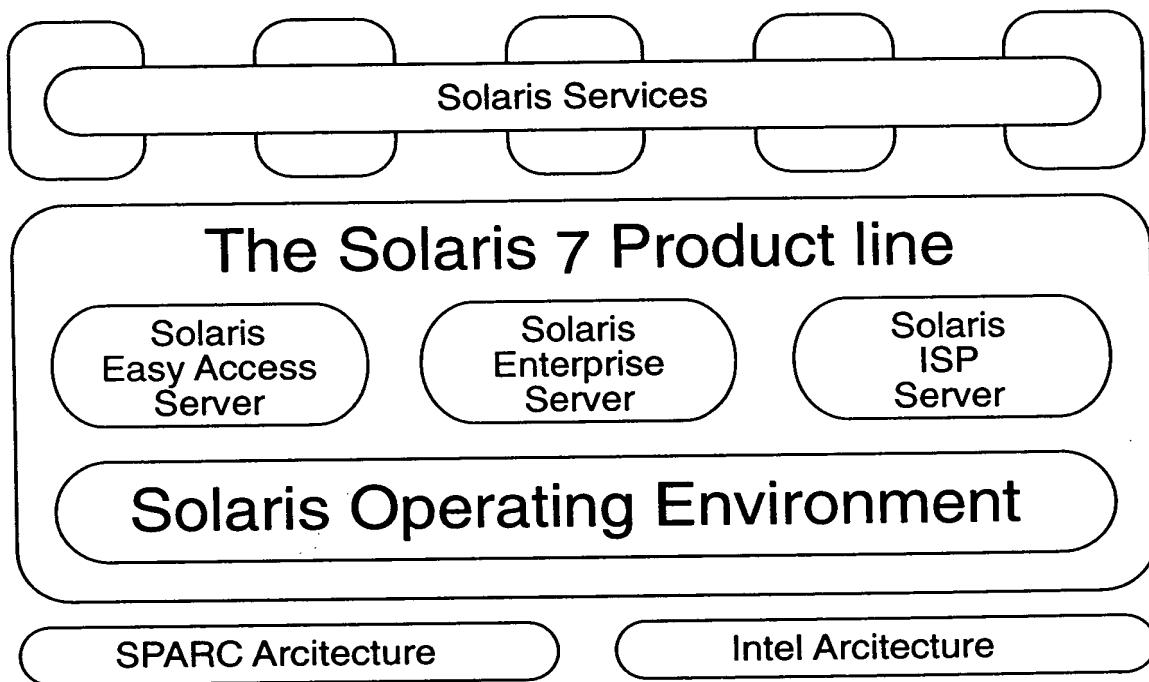


Fig. 49



Development & Testing Tools

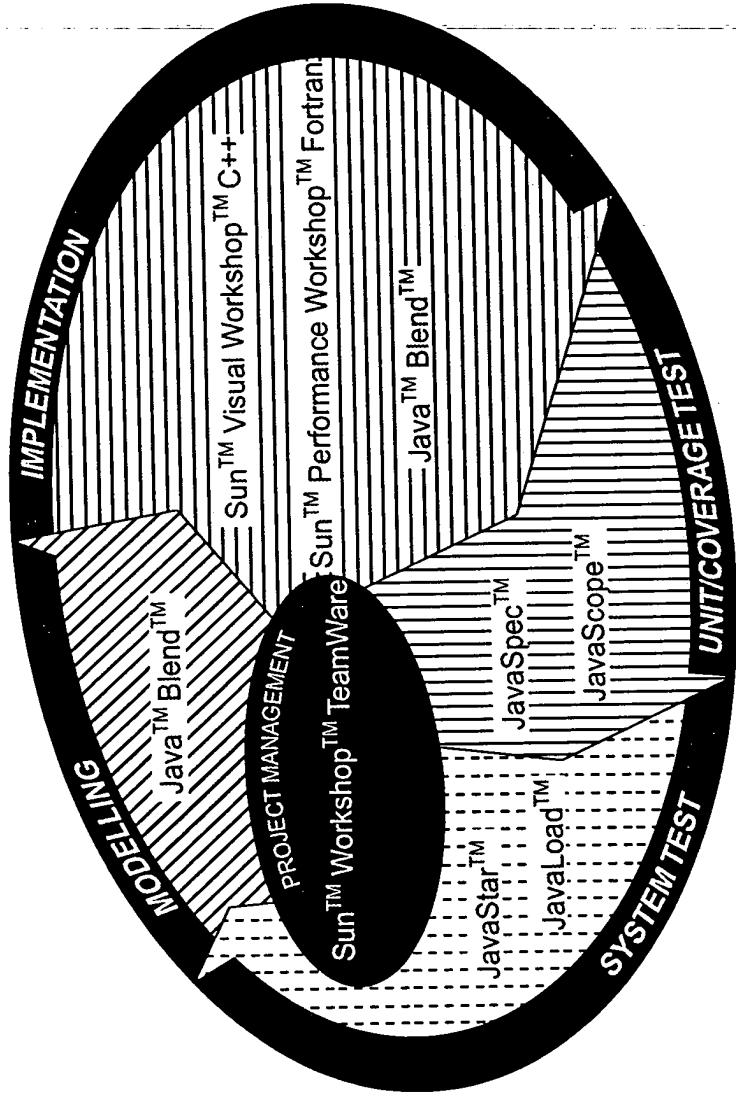


Fig. 50

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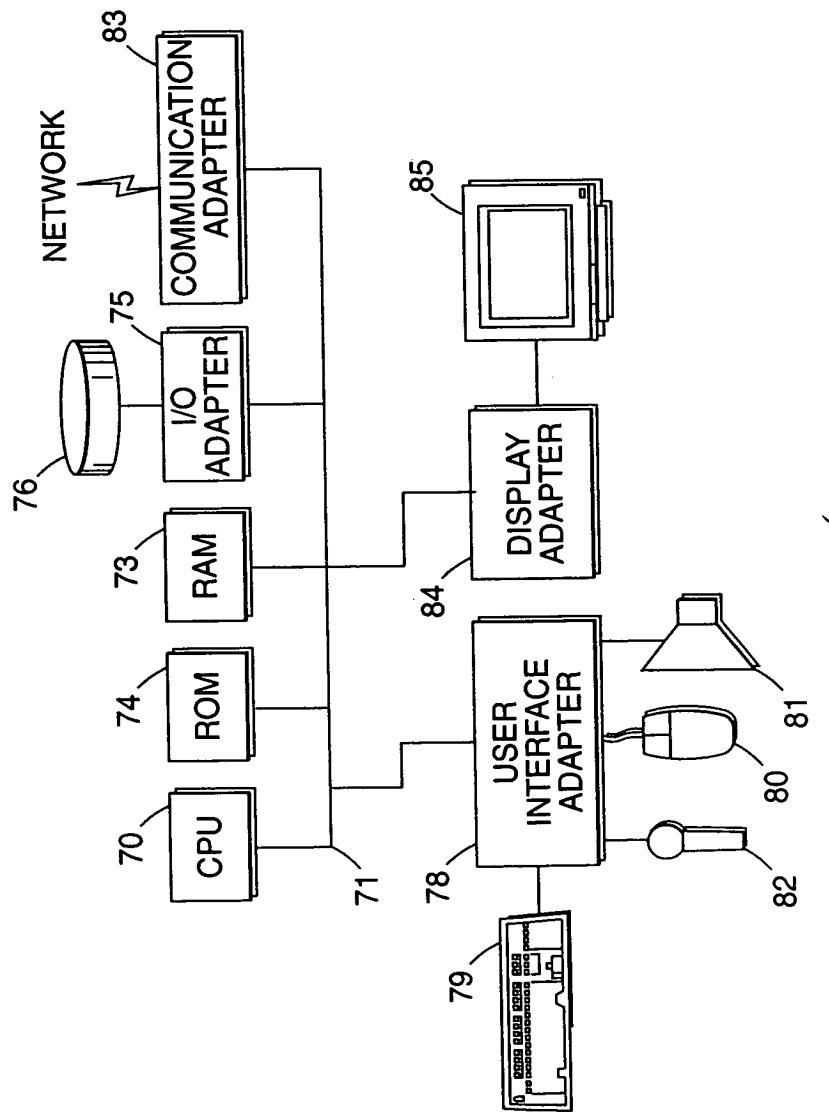


Fig. 51

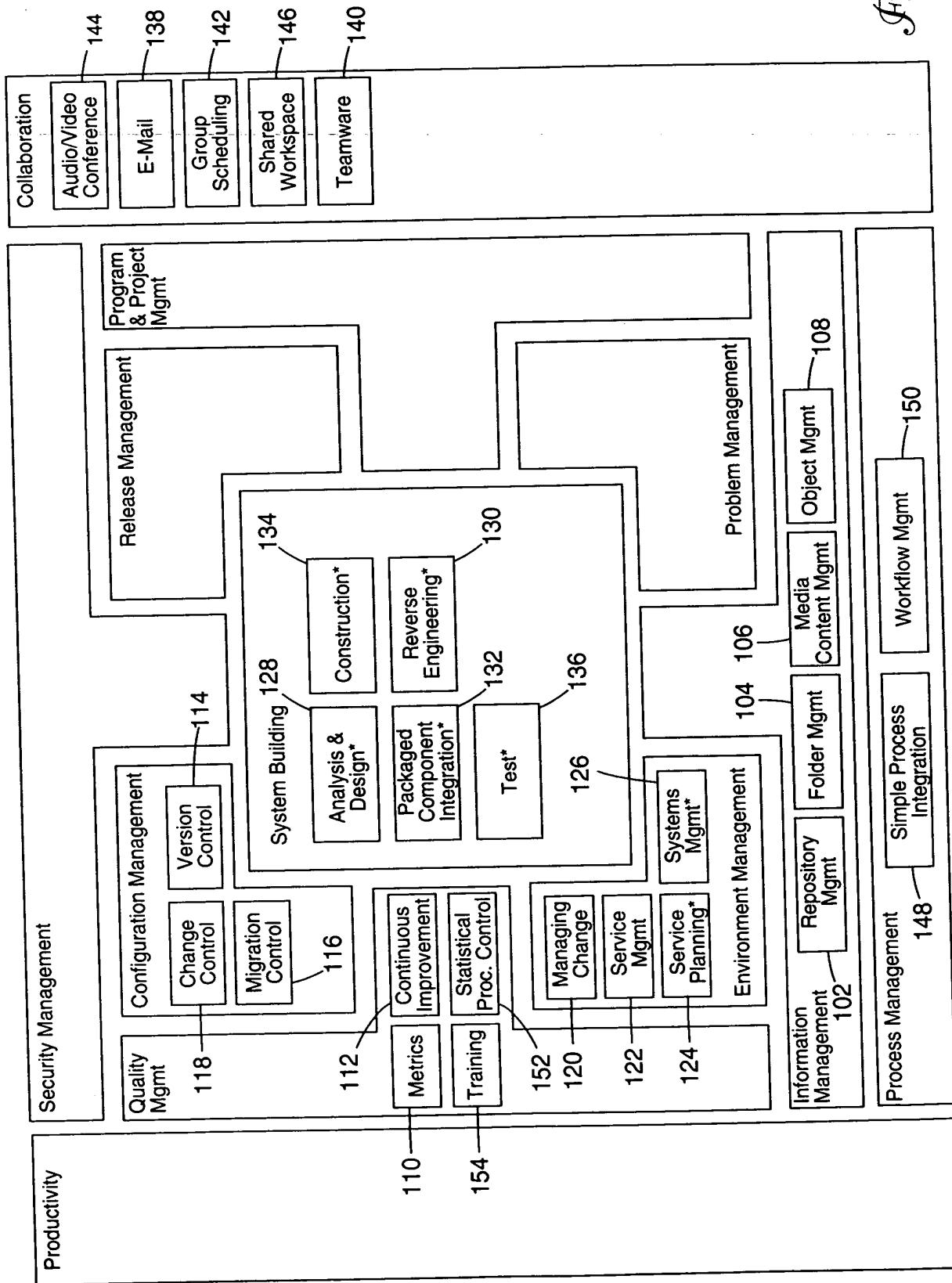


Fig. 52

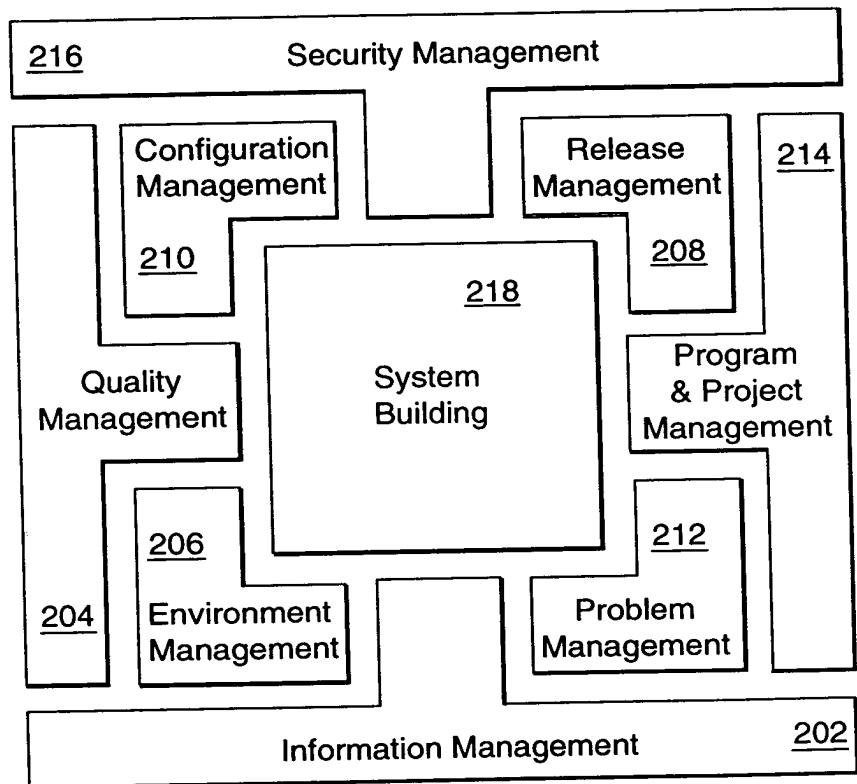


Fig. 53

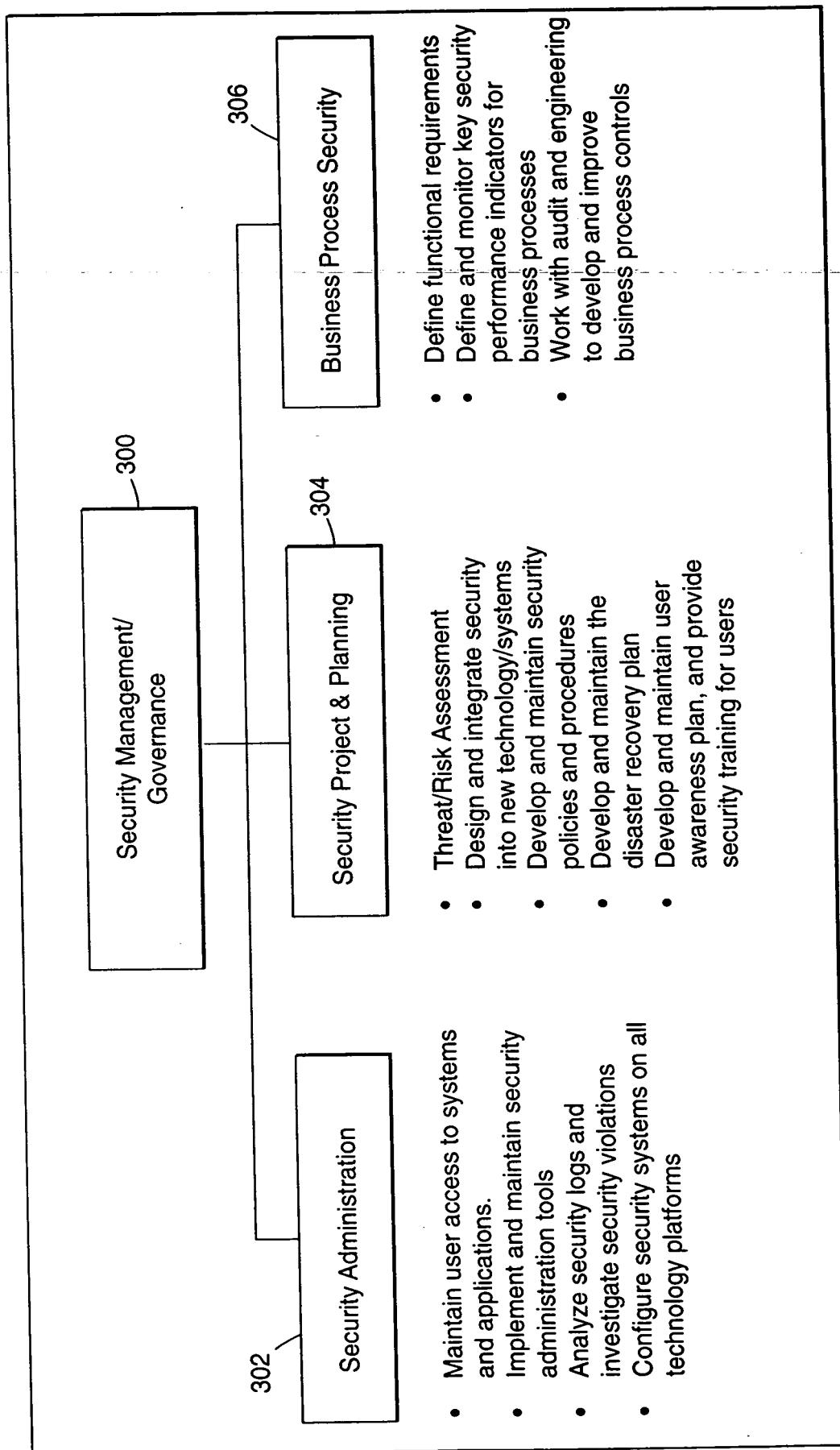


Fig. 54

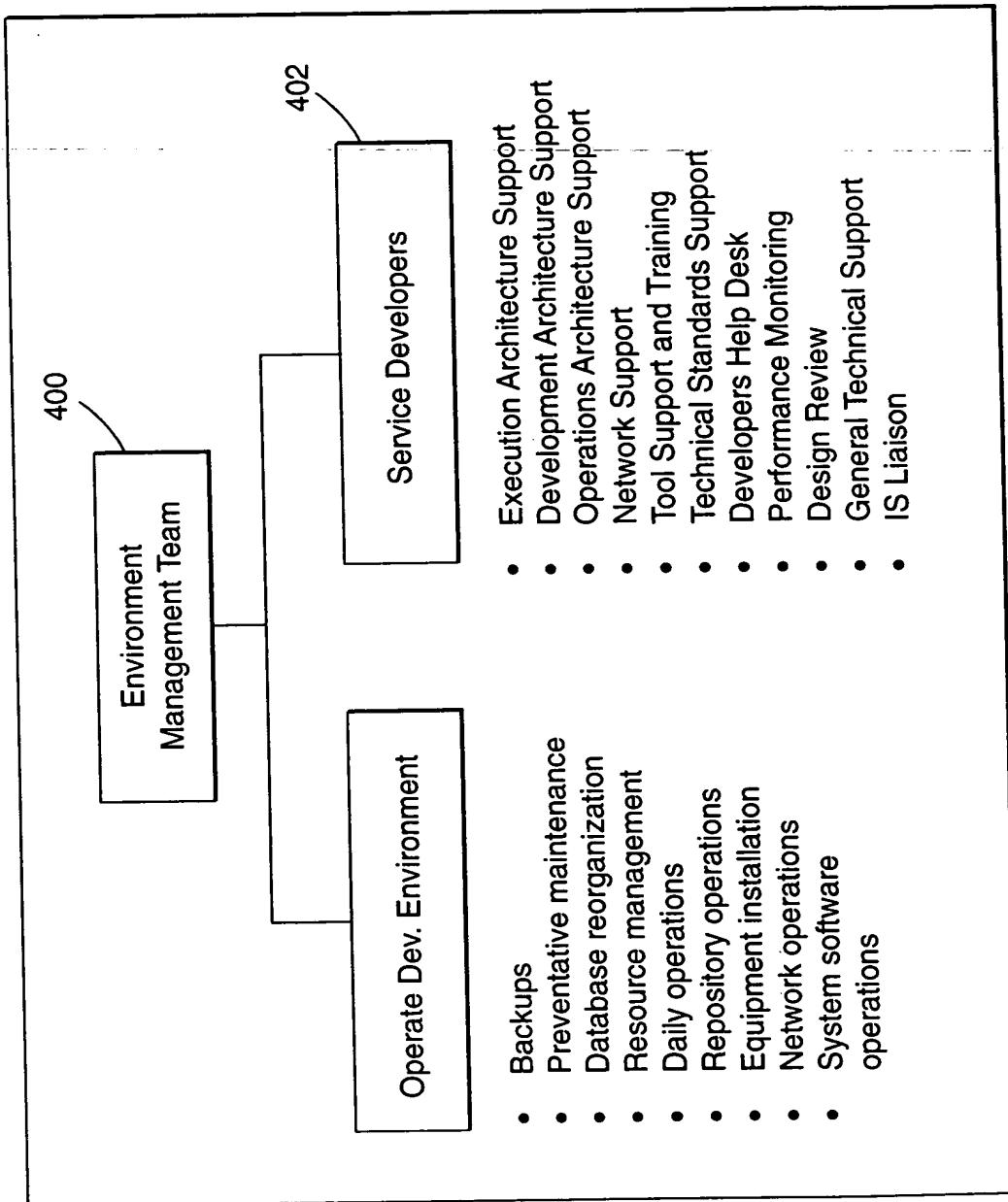


Fig: 55

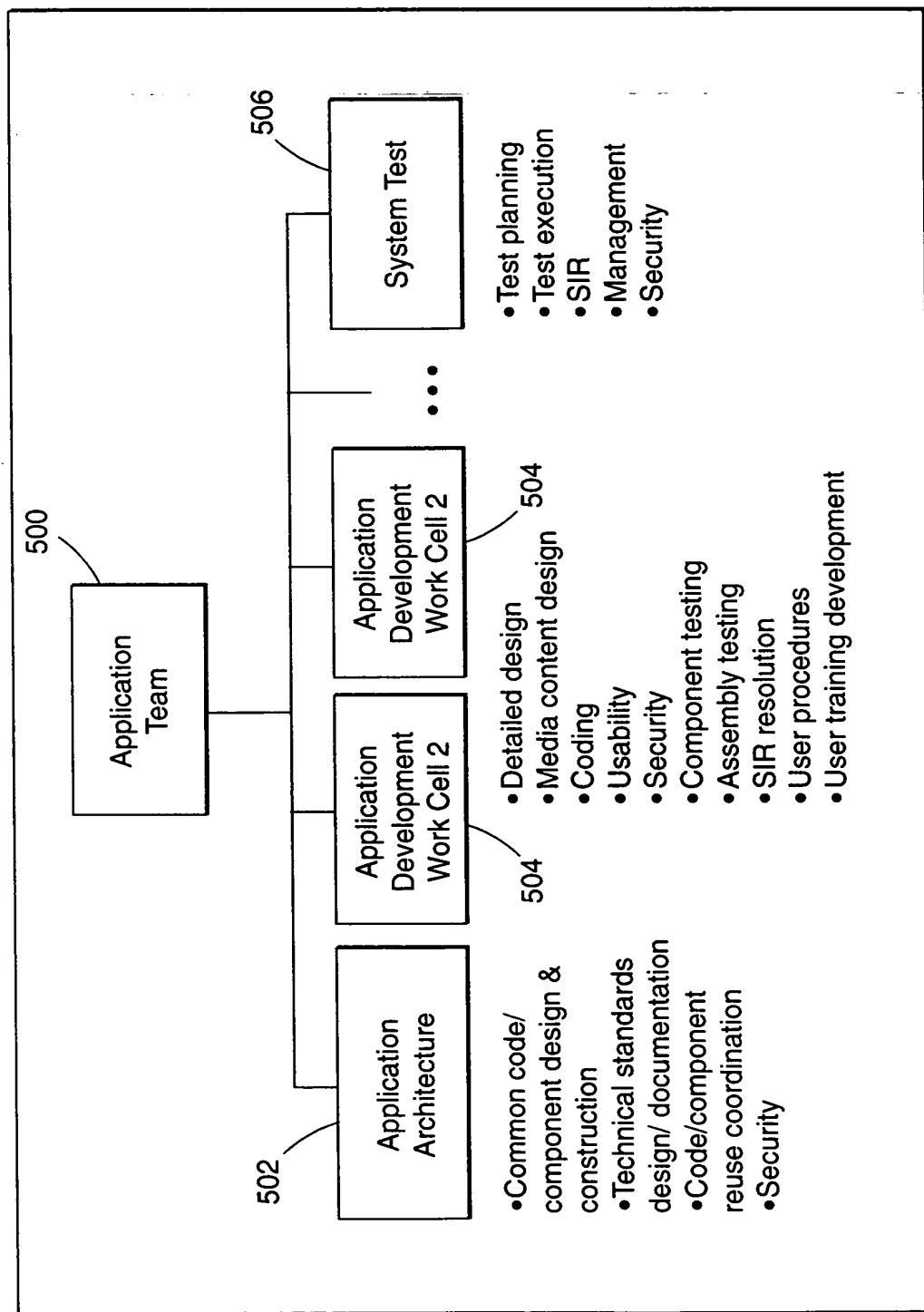


Fig. 56

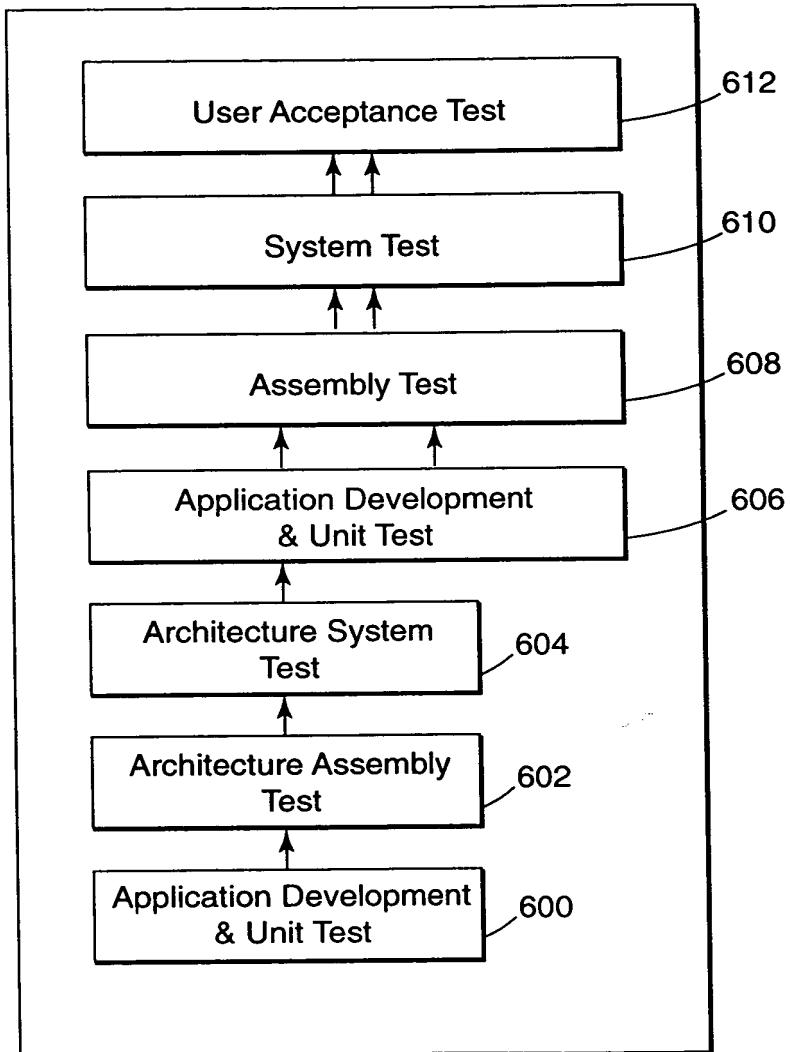


Fig. 57



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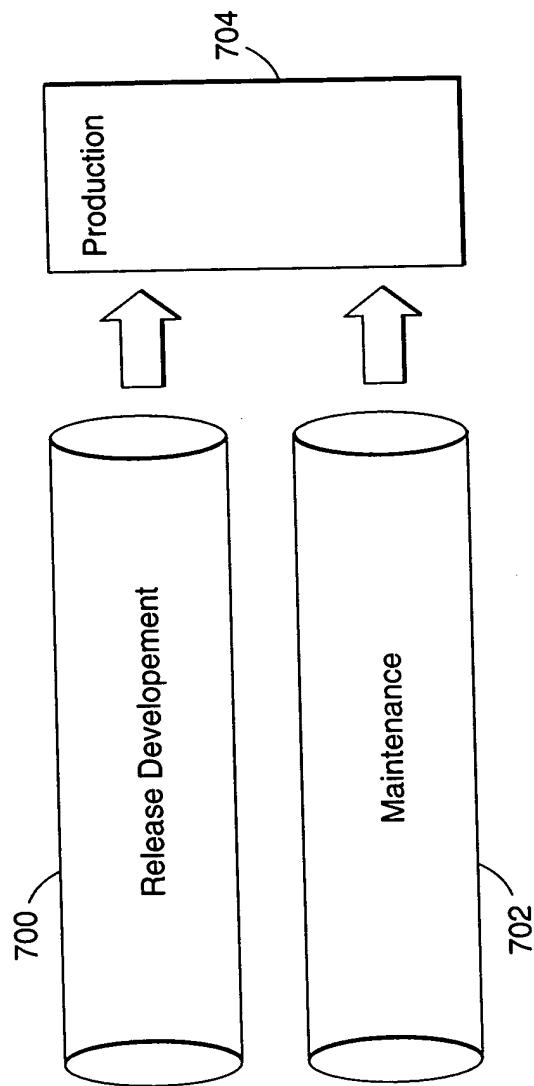


Fig. 58

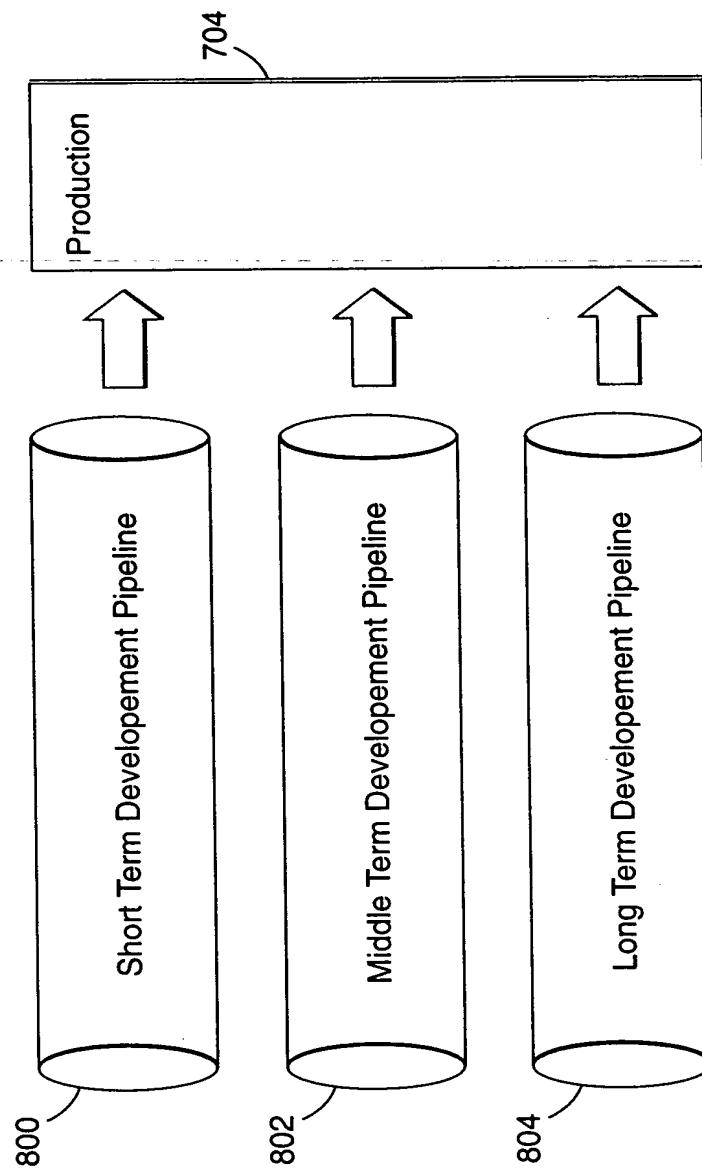


Fig. 59

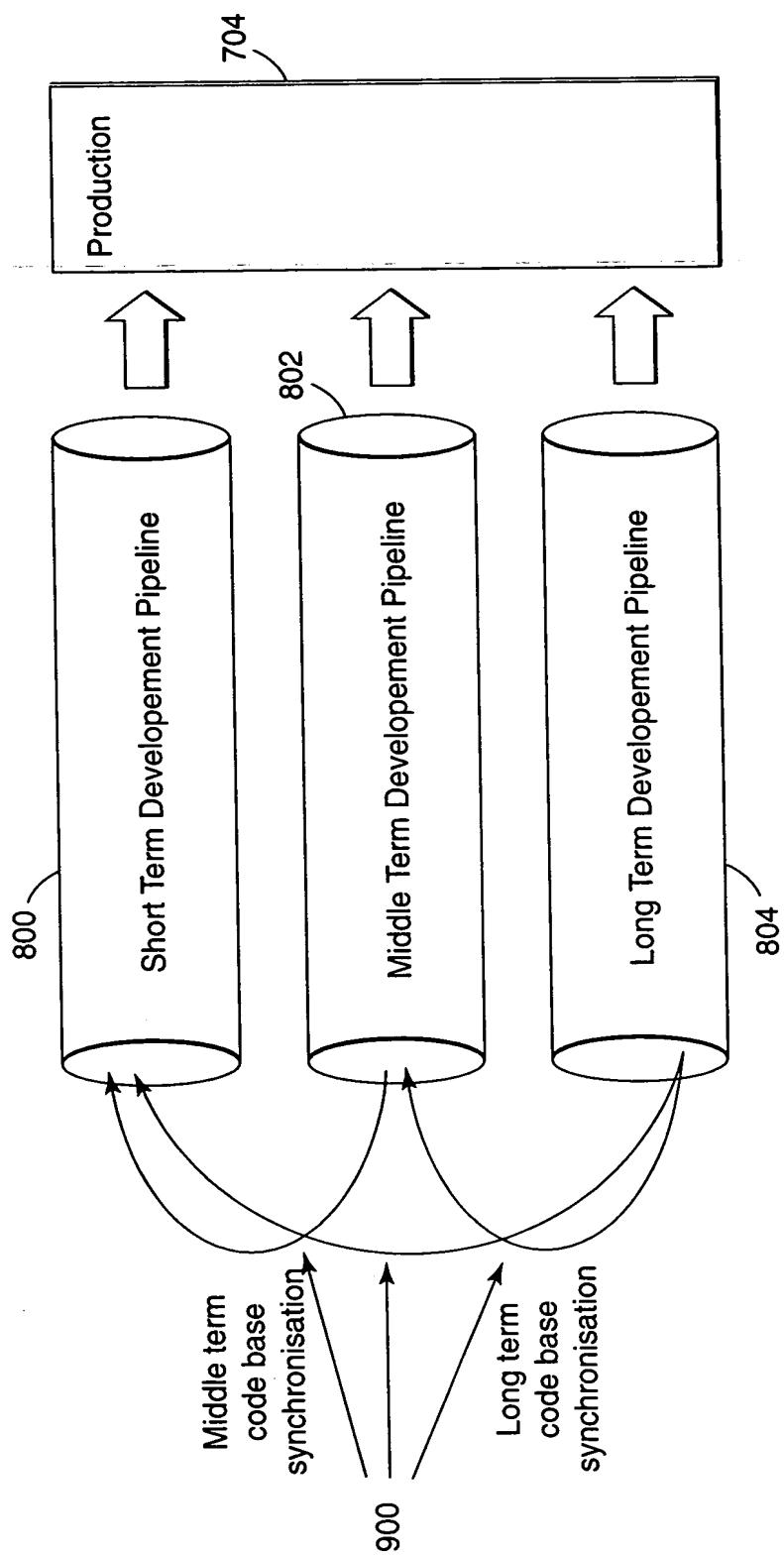


Fig. 60

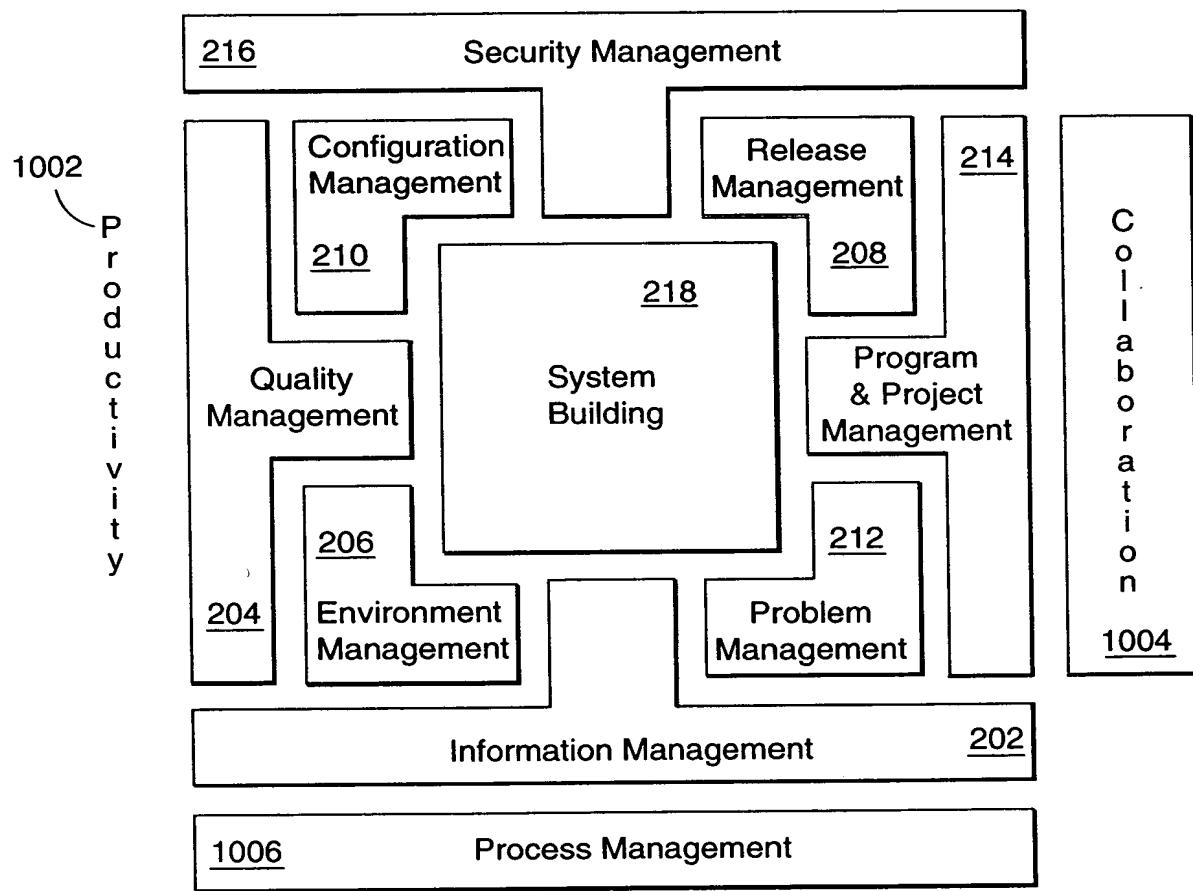


Fig. 61

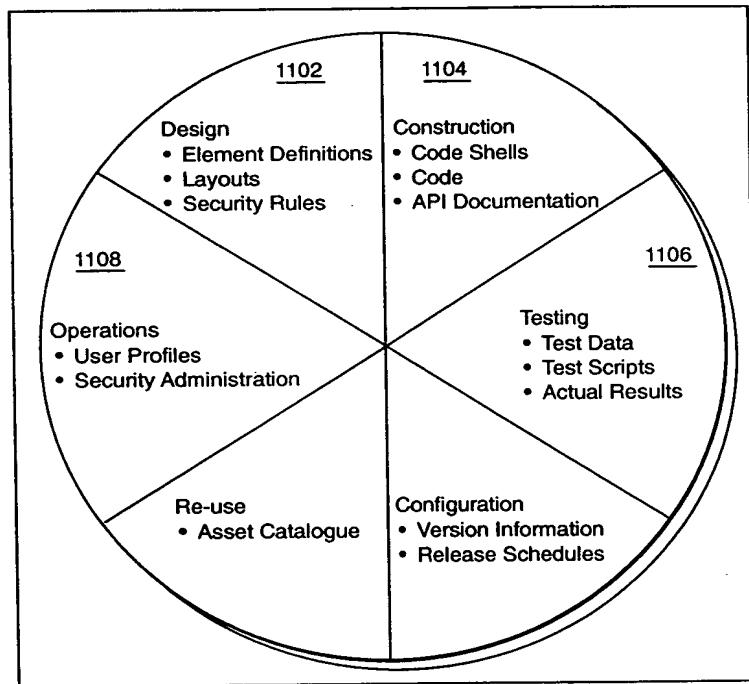


Fig. 62

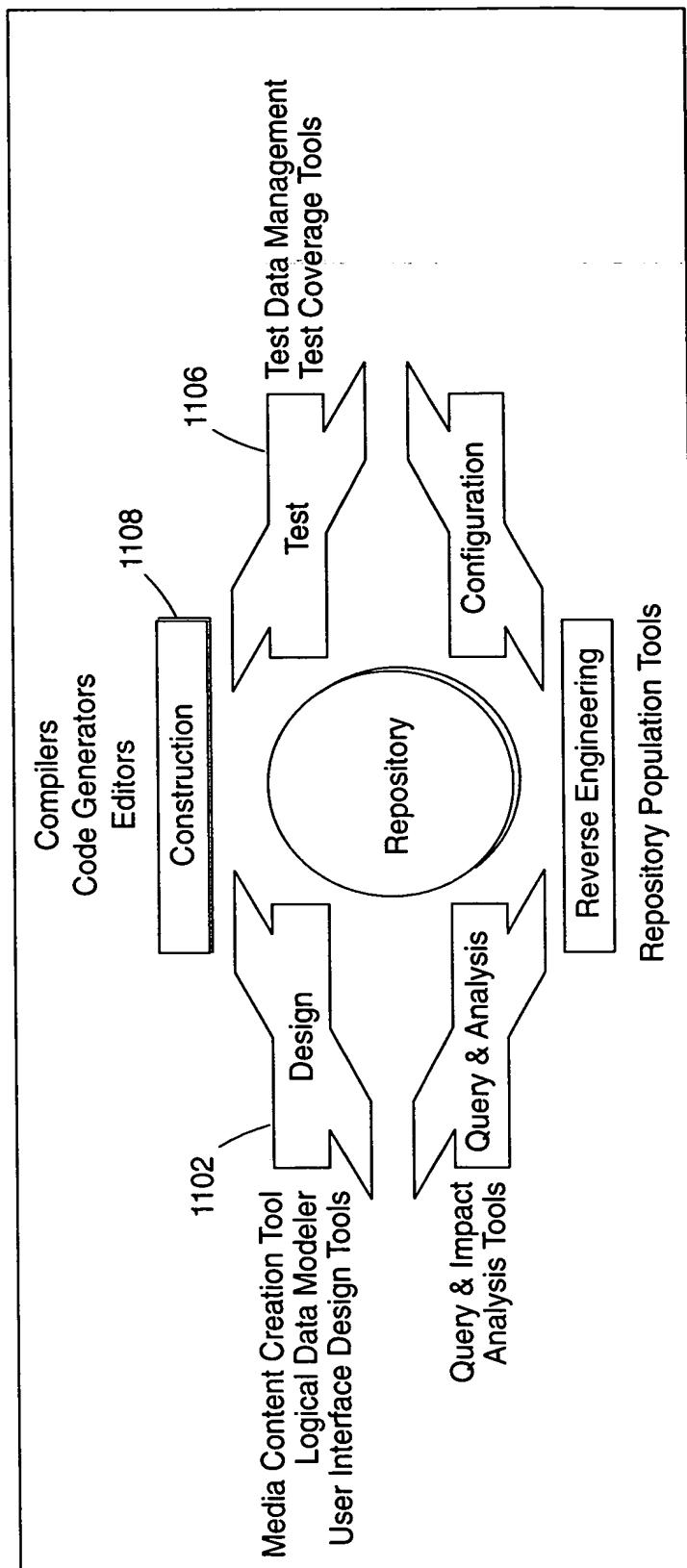


Fig. 63

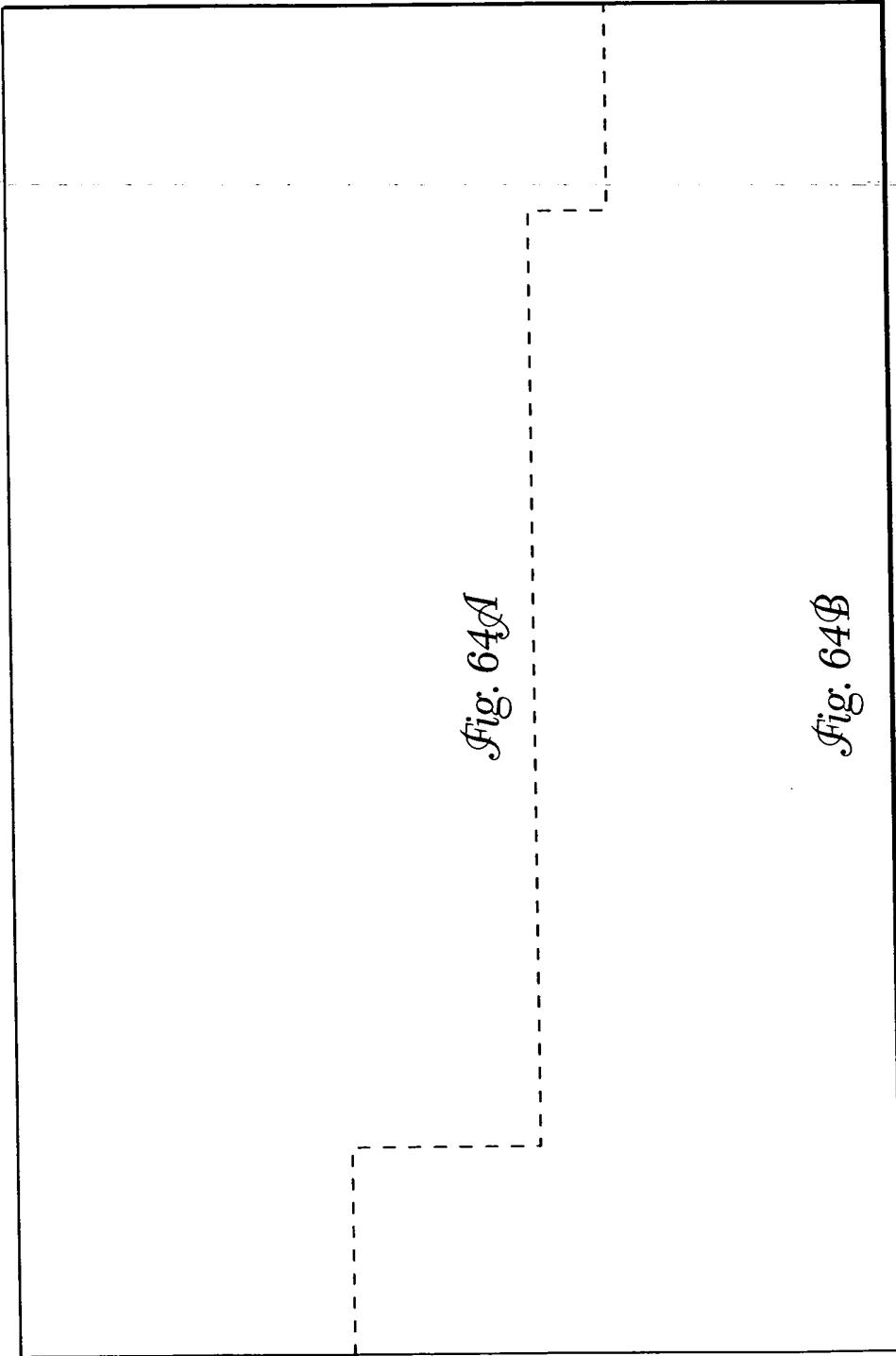


Fig. 64A

Fig. 64B

Fig. 64

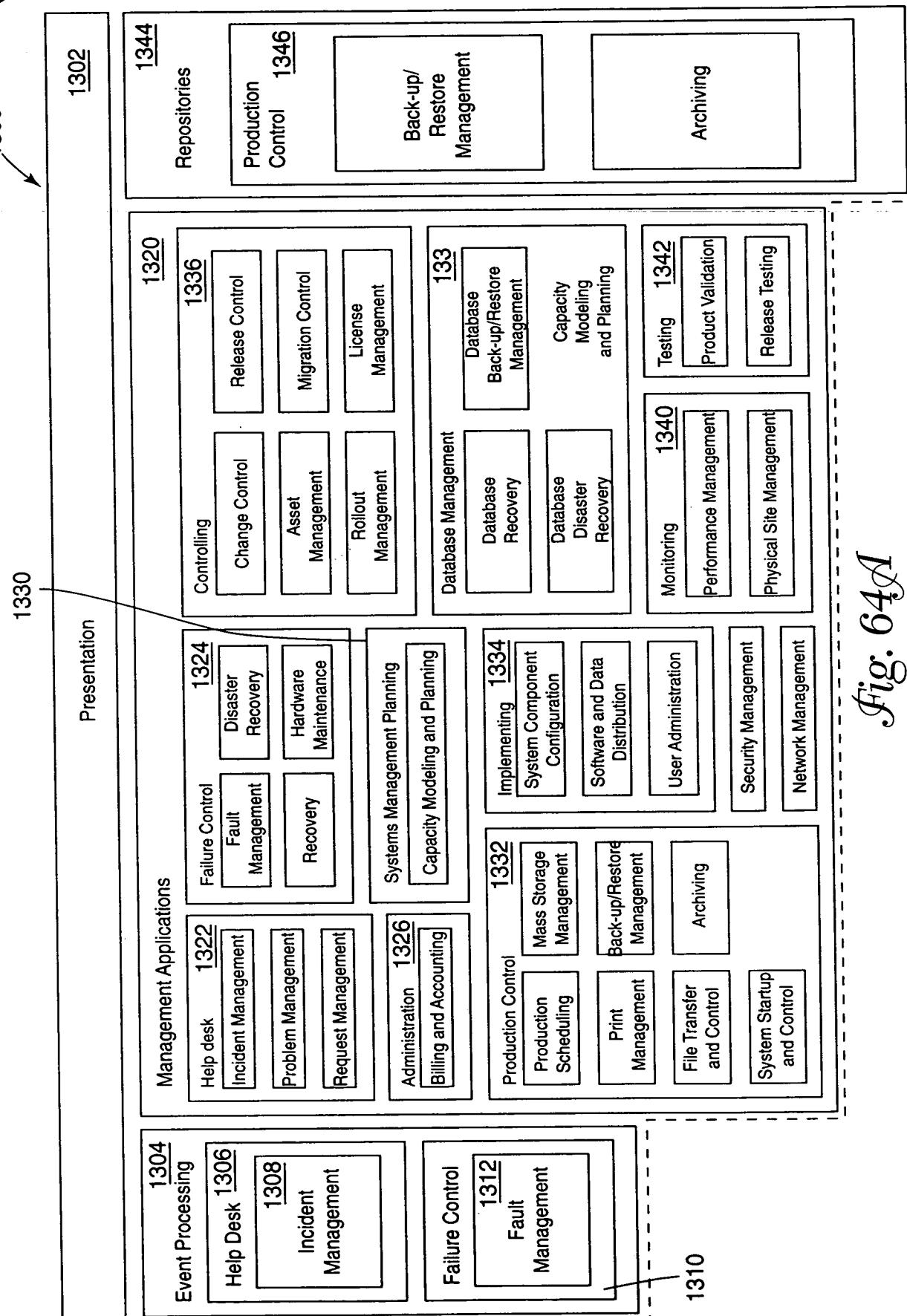


Fig. 64A

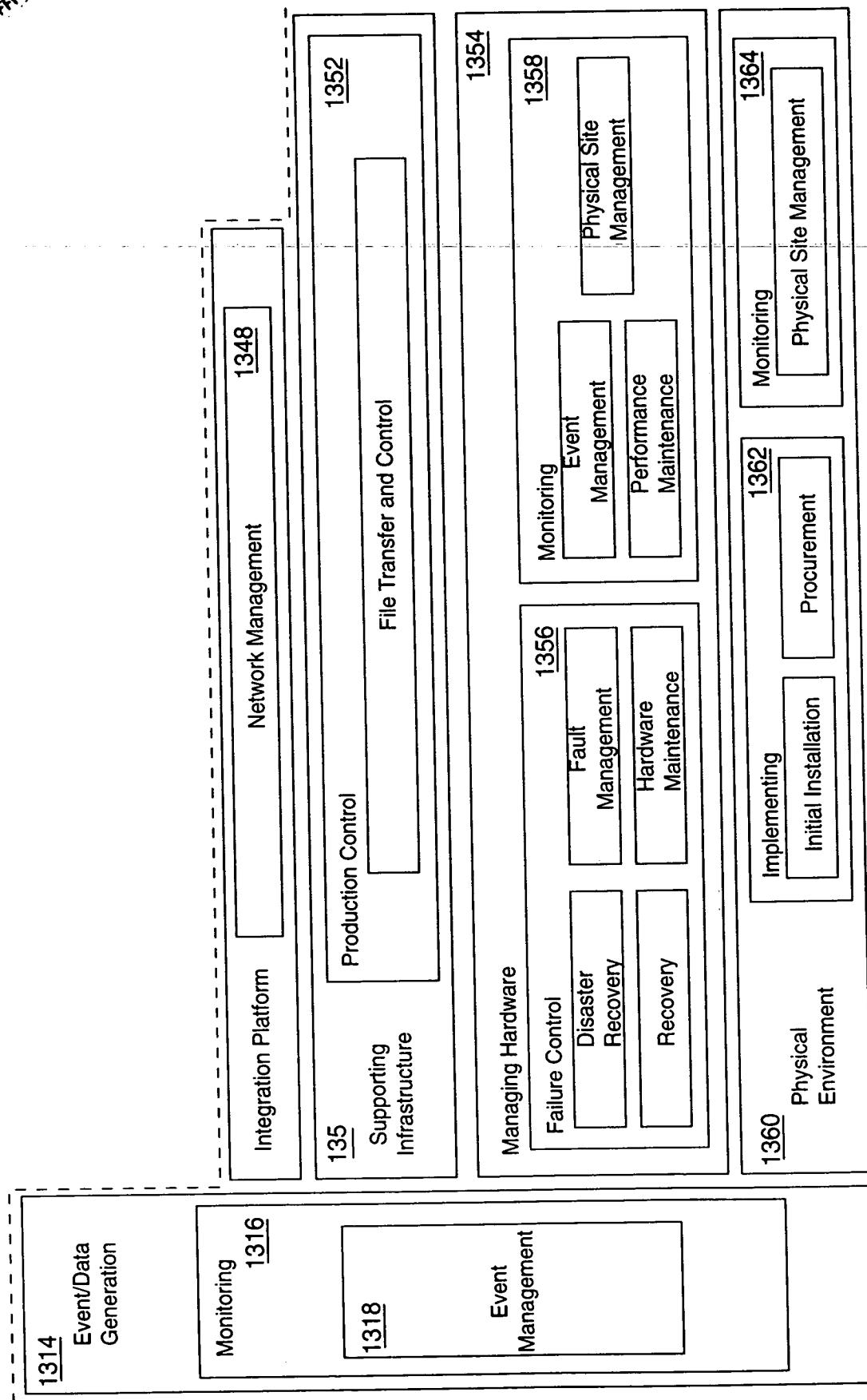


Fig. 64B



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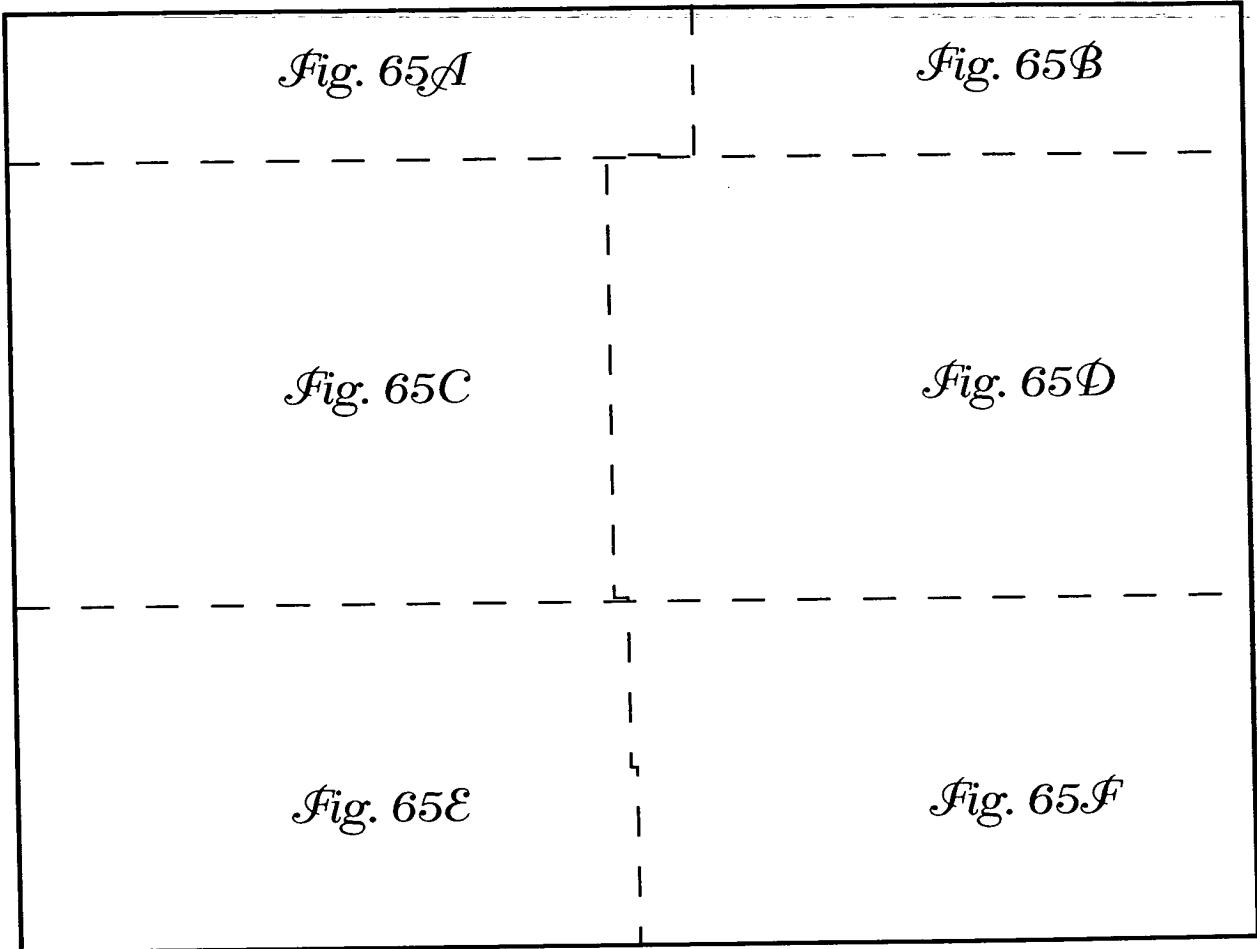


Fig. 65

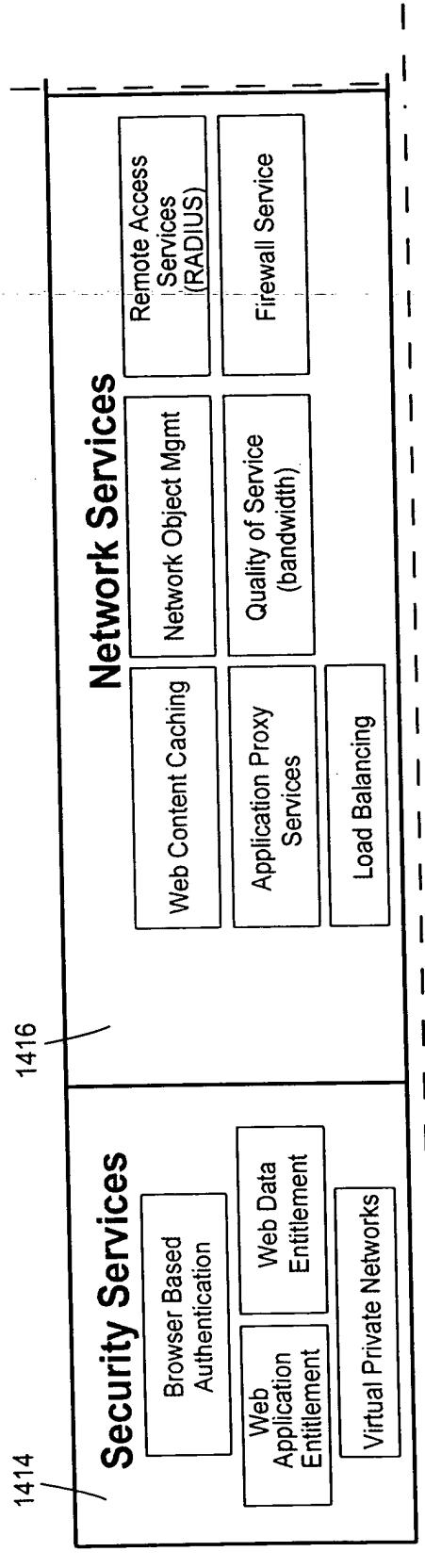


Fig. 65A

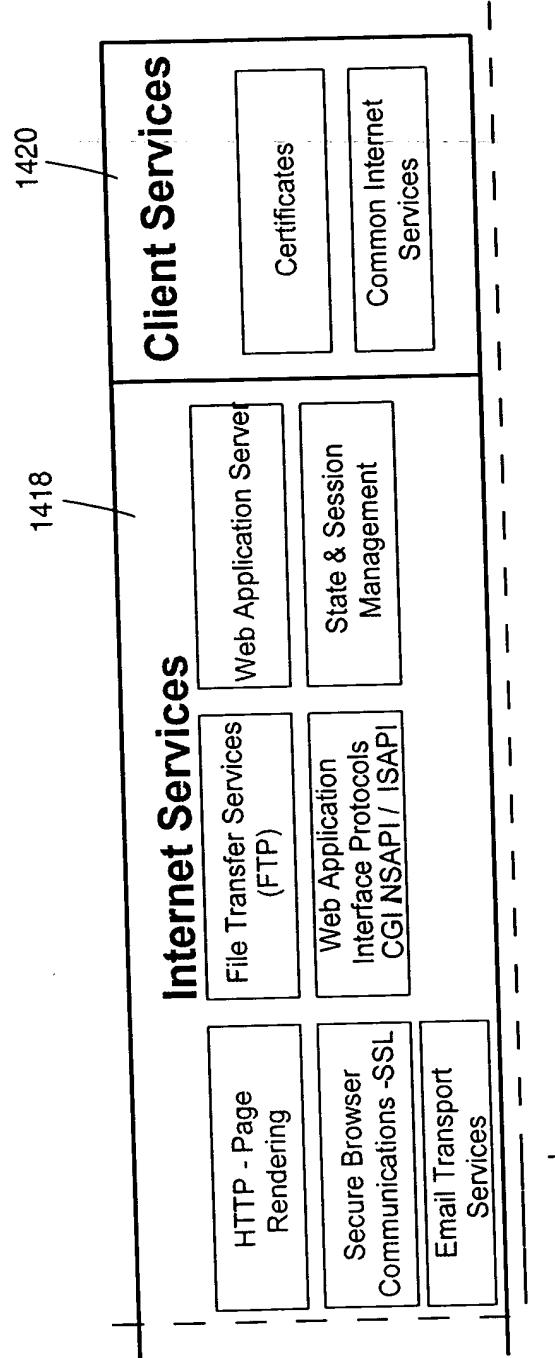
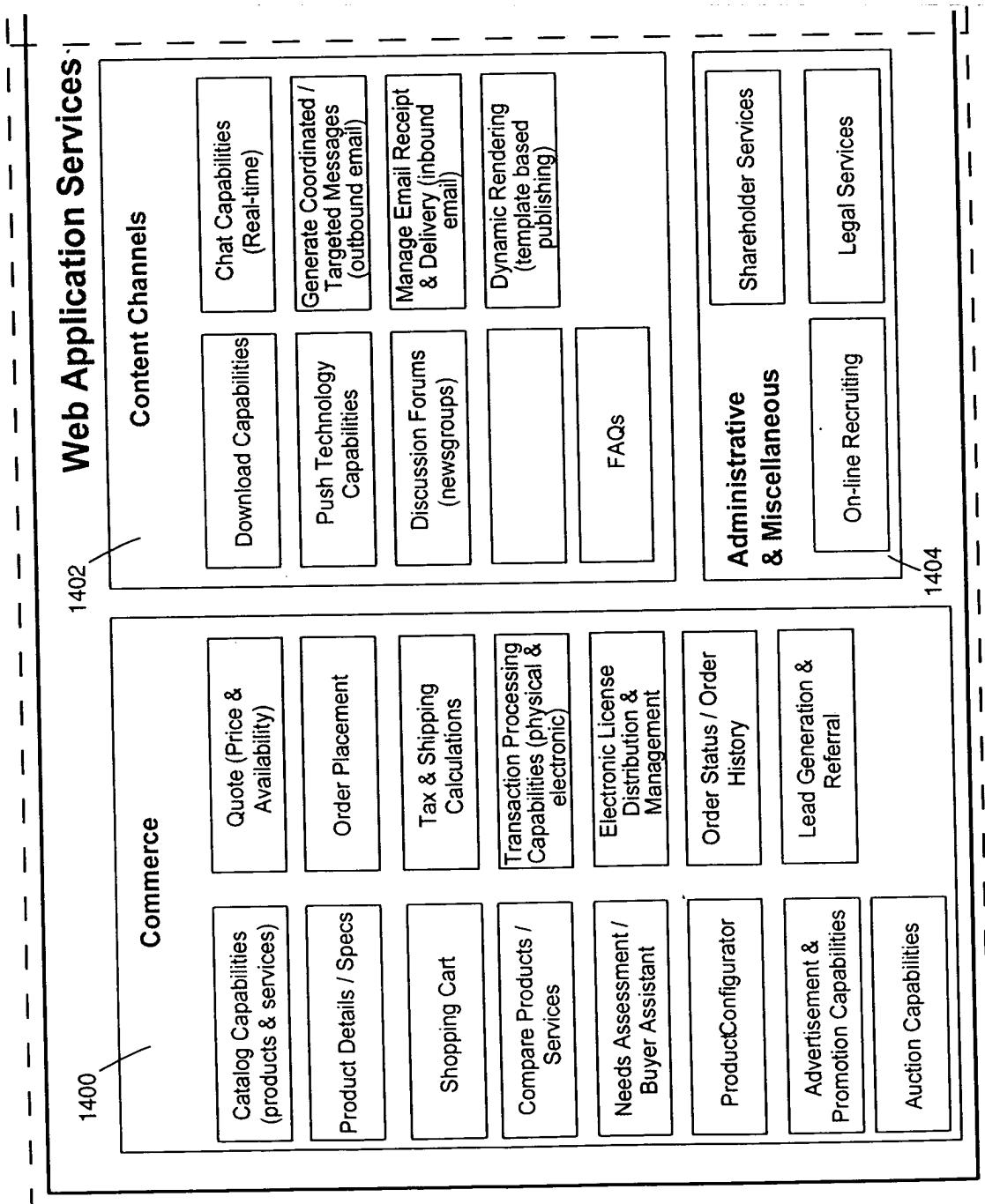


Fig. 65B



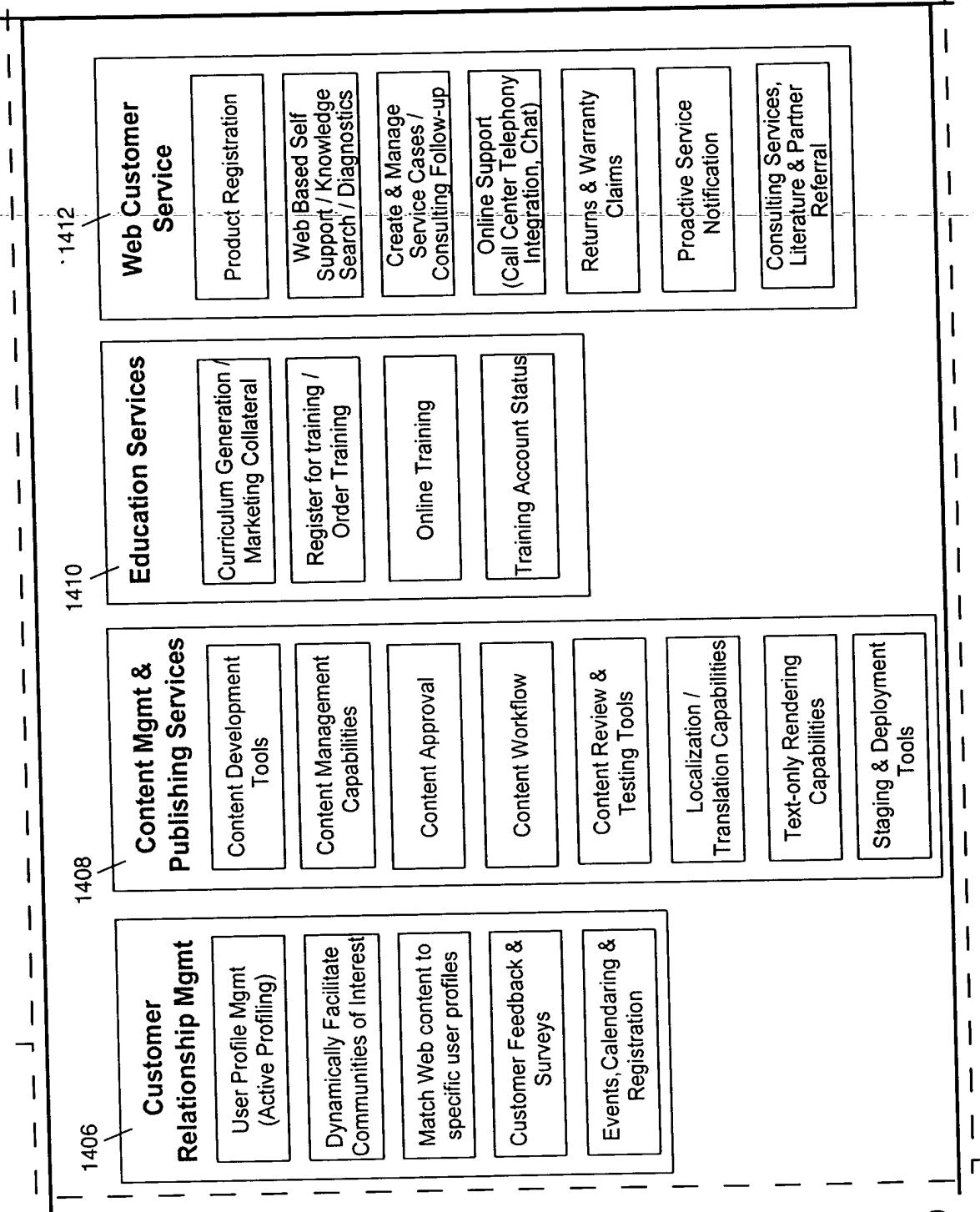
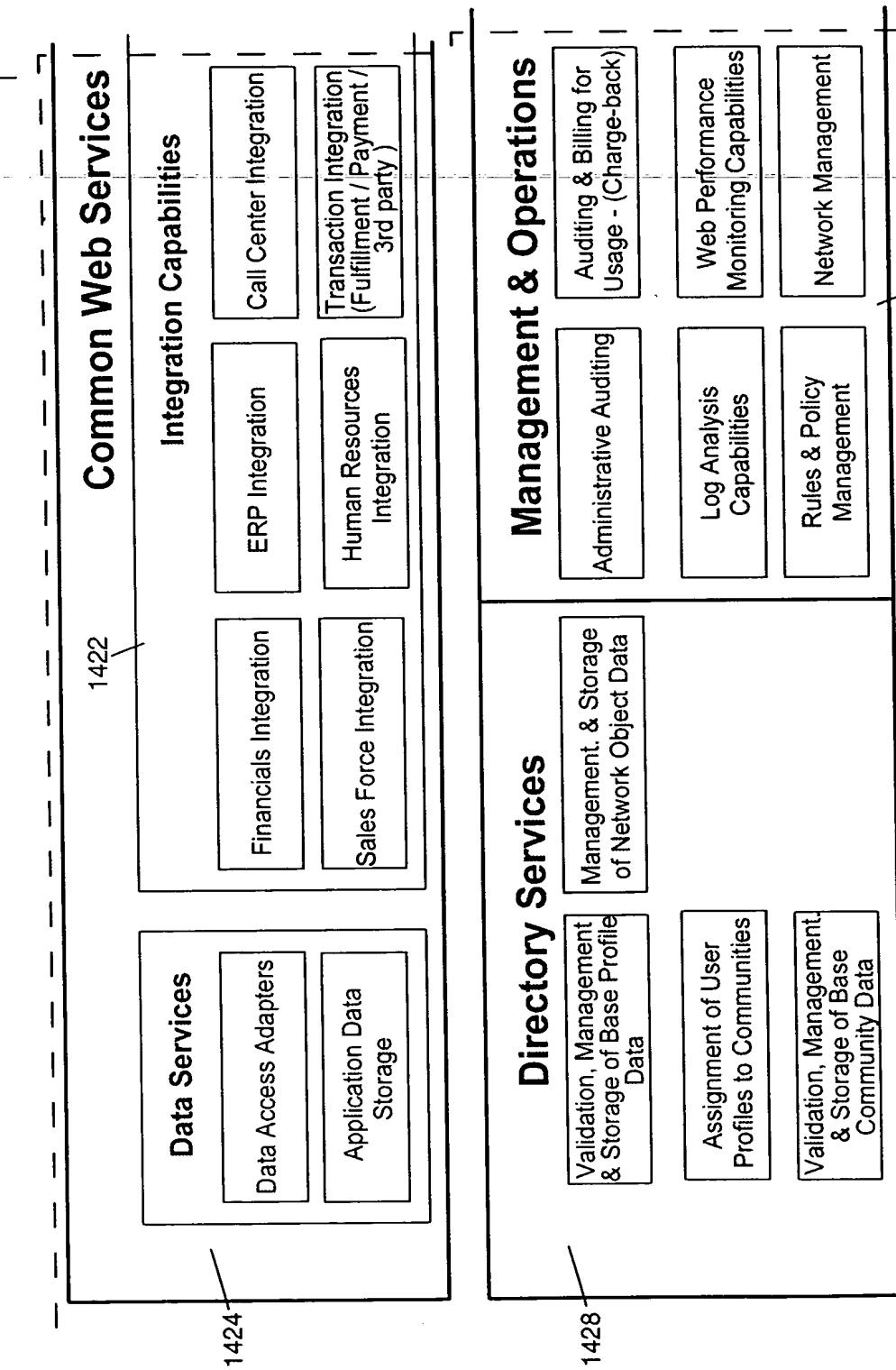


Fig. 65D



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Fig: 65E

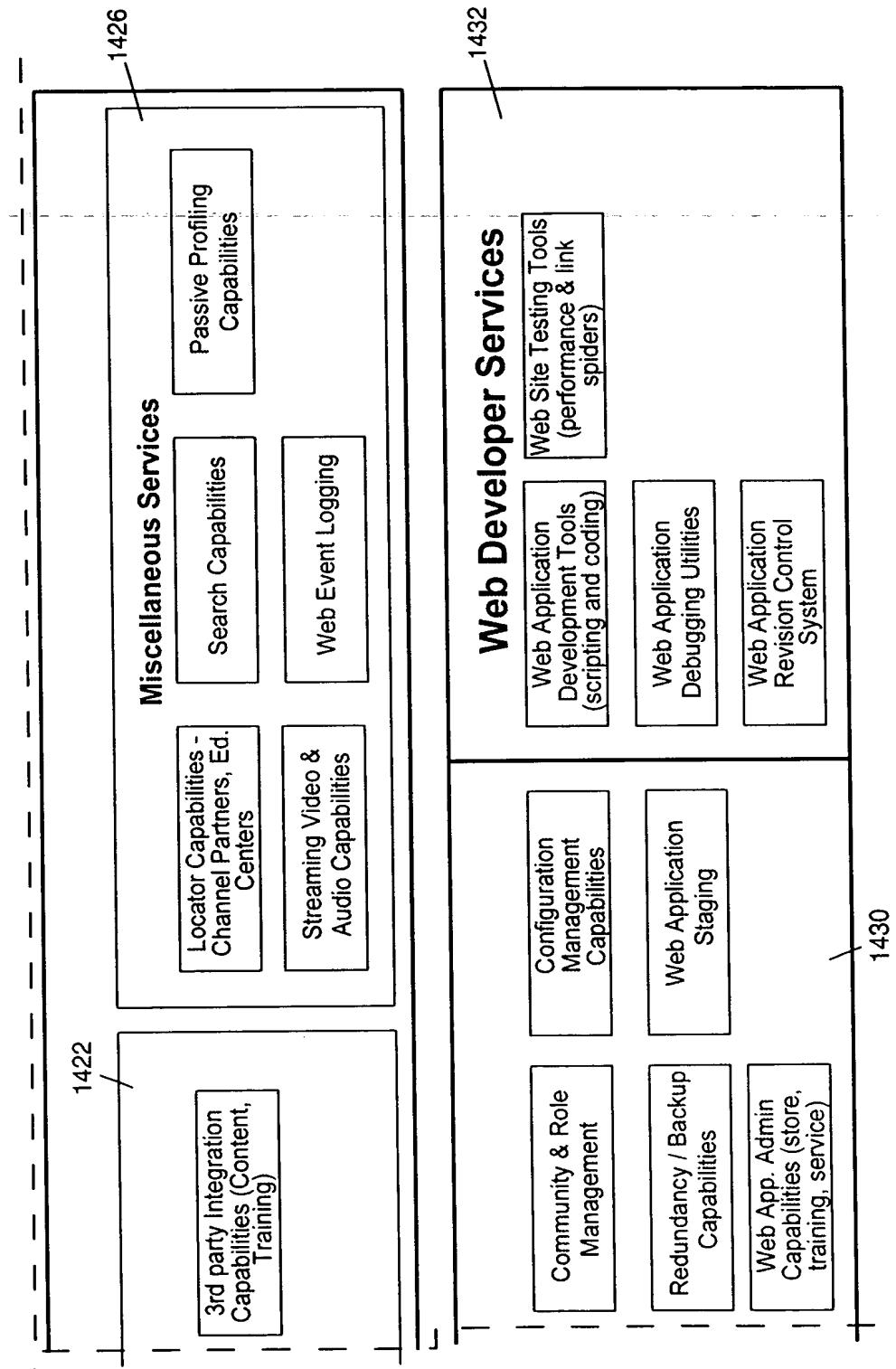


Fig. 65F

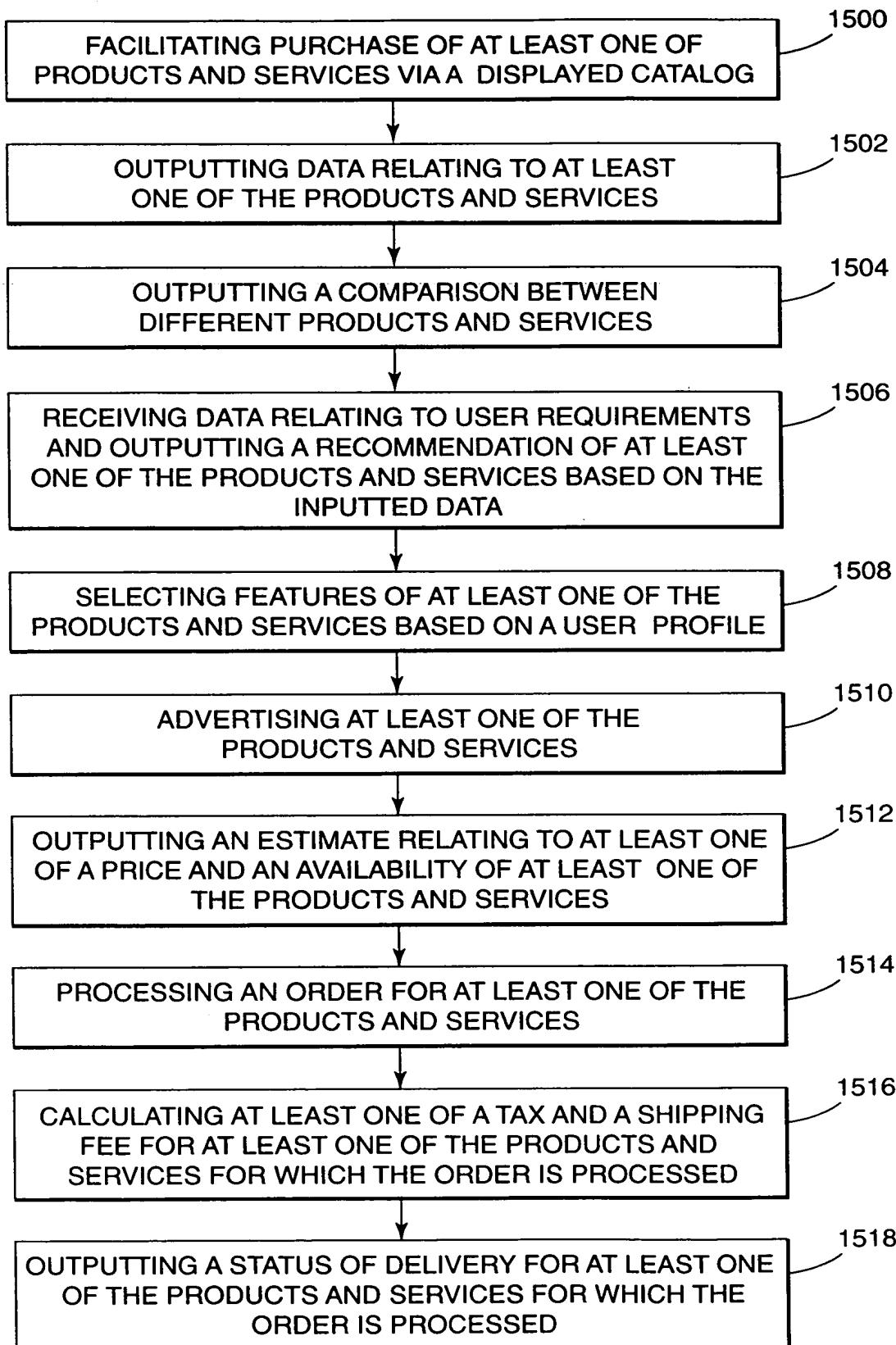


Fig. 66

1400

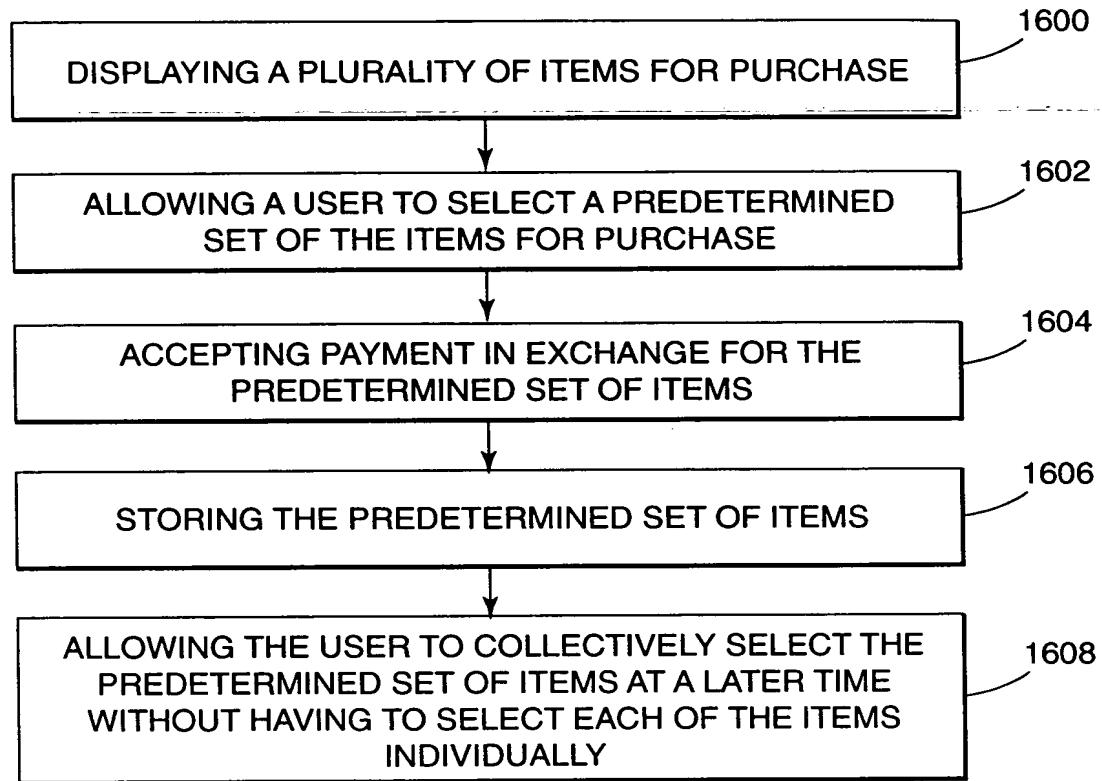


Fig. 67

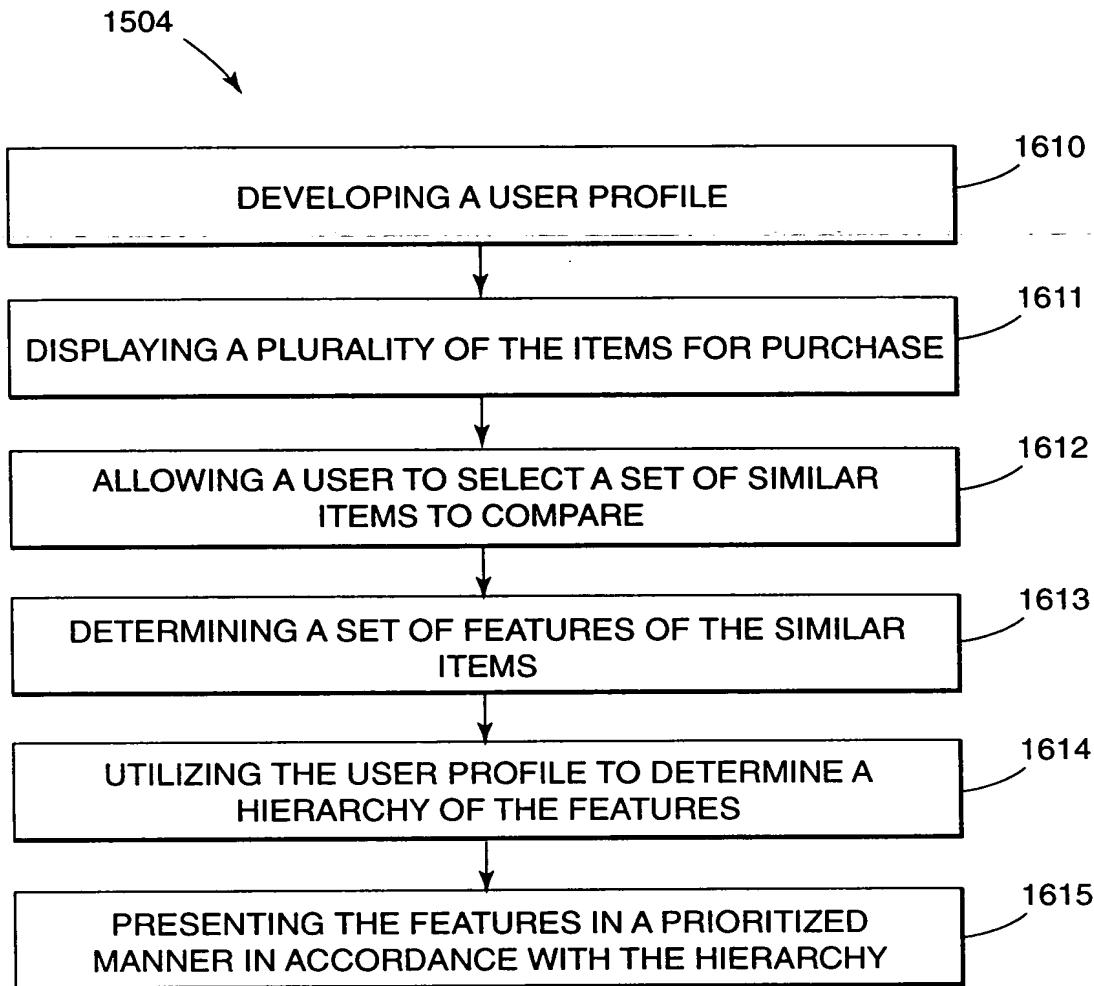


Fig. 68

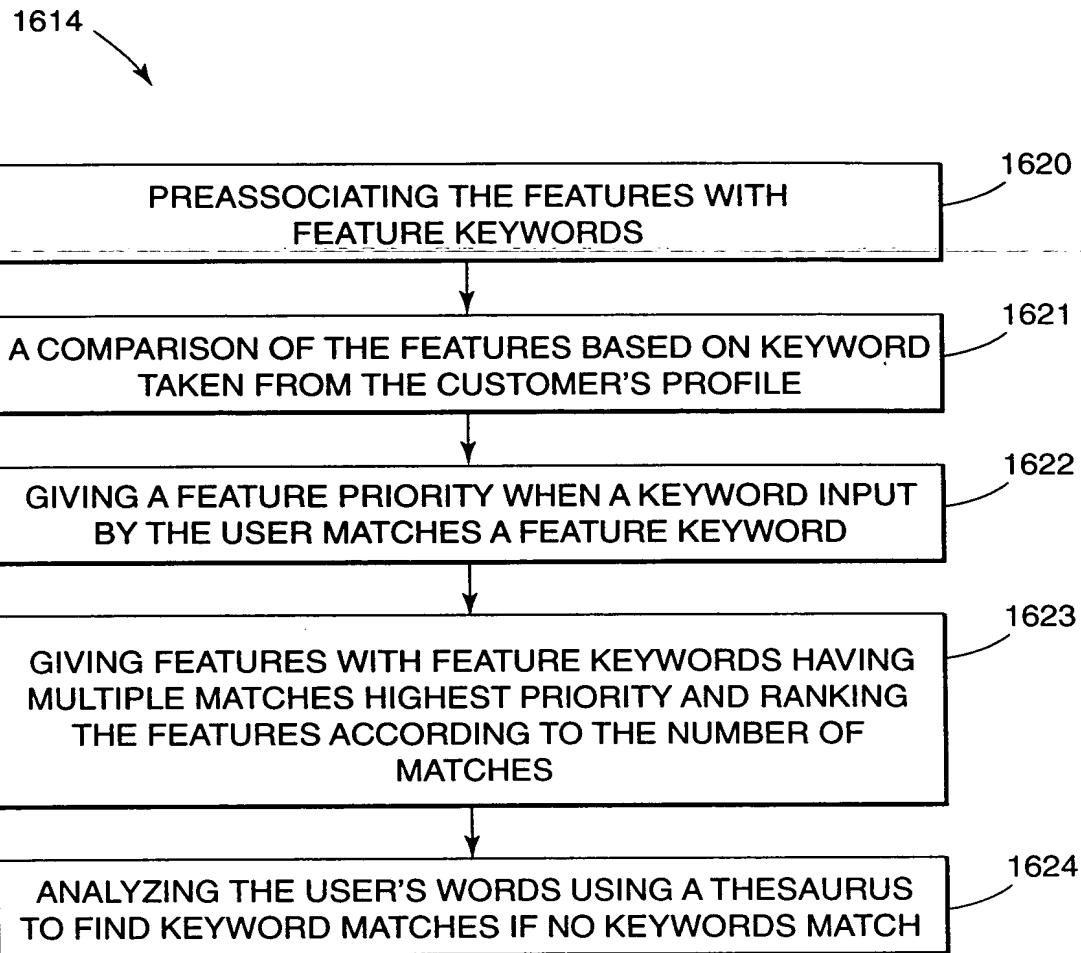


Fig. 69

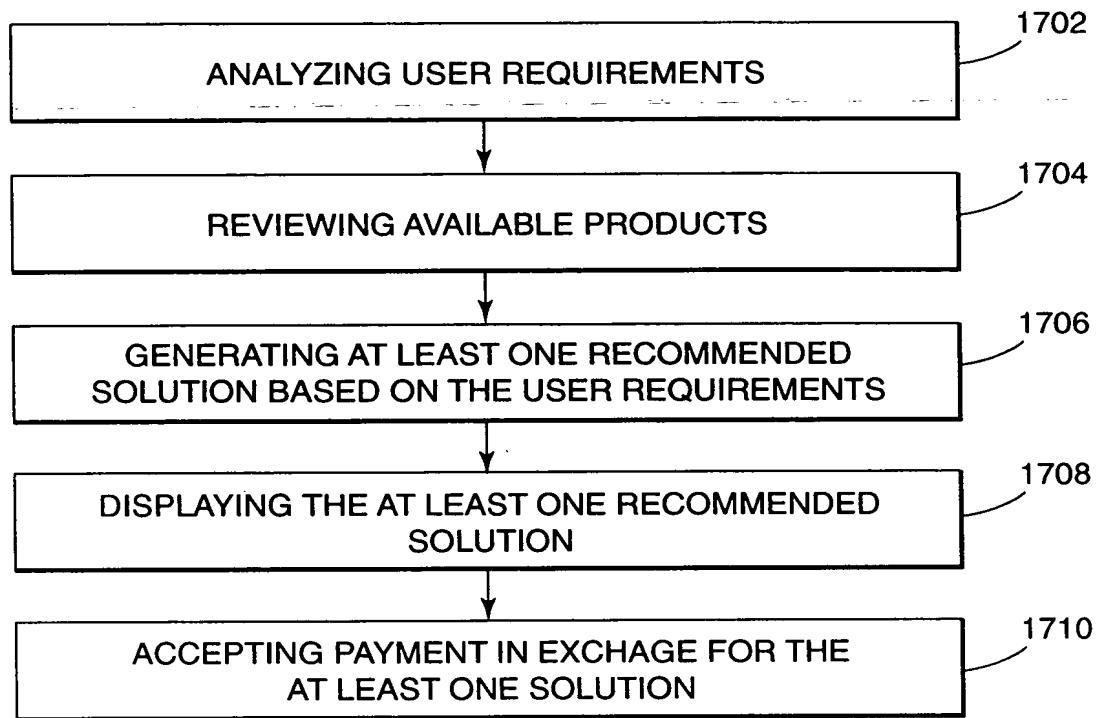


Fig. 70



1706

PREASSOCIATING ITEMS WITH KEYWORDS

SELECTING ITEMS BASED ON KEYWORD
TAKEN FROM THE USER INPUT

DISPLAYING AN ITEM WHEN A KEYWORD INPUT
BY THE USER MATCHES A KEYWORD
ASSOCIATED WITH THE ITEM

IF NO KEYWORDS MATCH, ANALYZING THE
USER'S WORDS USING A THESAURUS TO
FIND KEYWORD MATCHES

1720

1721

1722

1723

Fig. 71

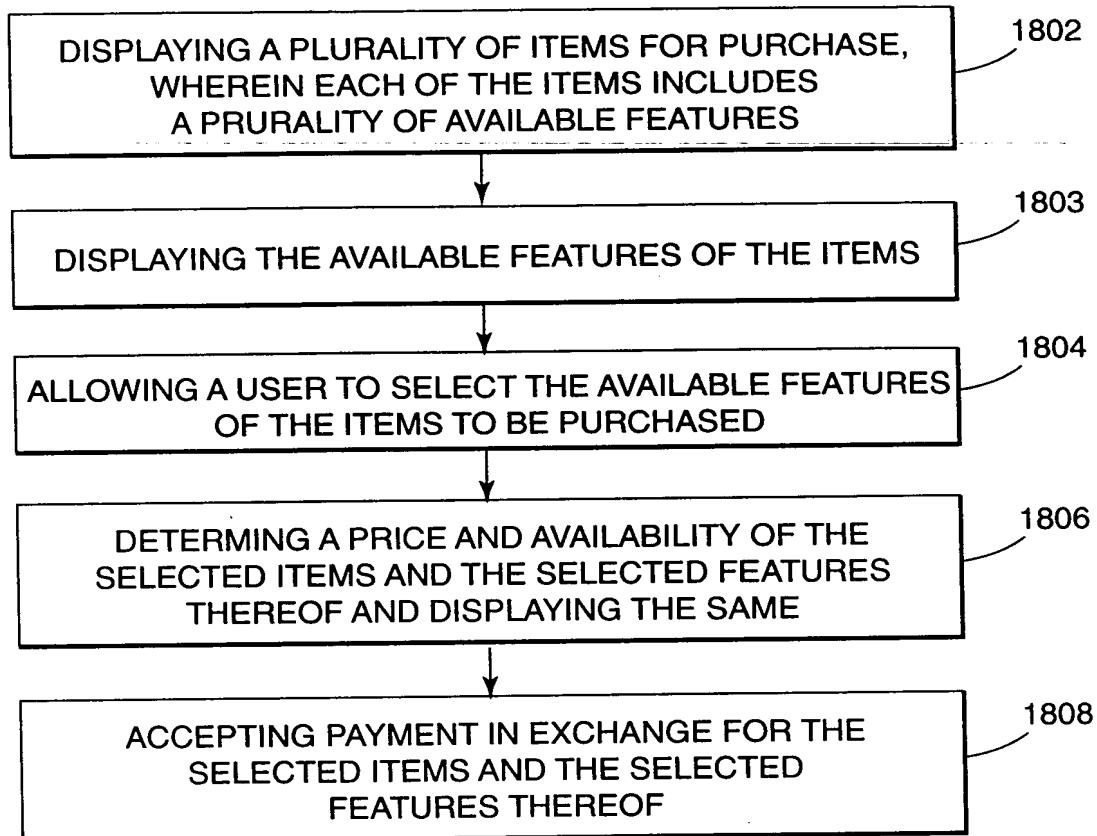


Fig. 72



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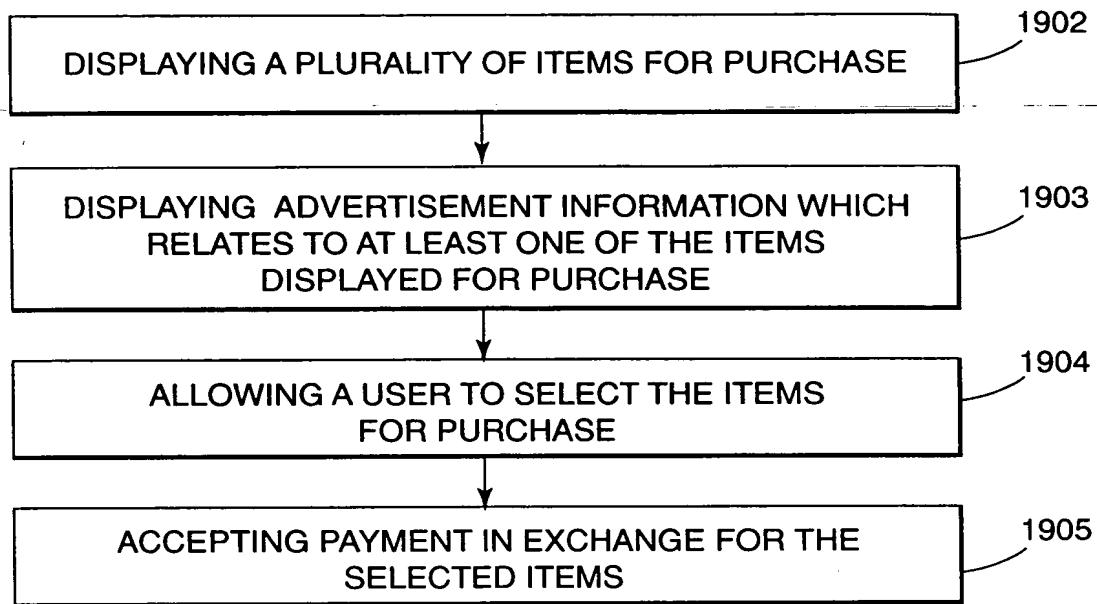


Fig. 73



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1903

PREASSOCIATING ADVERTISEMENTS WITH INDIVIDUAL
ITEMS OR WITH ENTIRE CLASSES OF ITEMS*

1910

AUTOMATICALLY DISPLAYING ONE OR MORE OF THE
ADVERTISEMENTS WHEN THE ITEMS ARE SELECTED
FOR DISPLAY

1911

ROTATING THE ADVERTISEMENTS SO THAT EACH GETS
AN EQUAL AMOUNT OF DISPLAY TIME, OR ACCORDING
TO THE PREMIUM PAID BY THE ADVERTISER

1912

Fig. 74

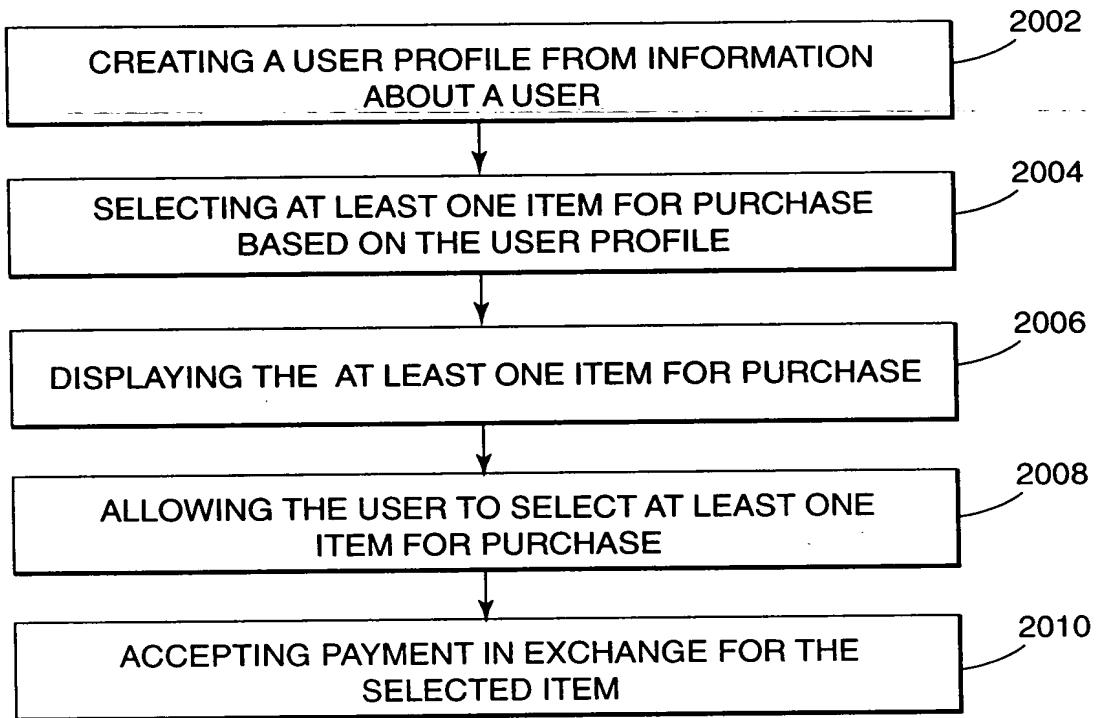


Fig. 75

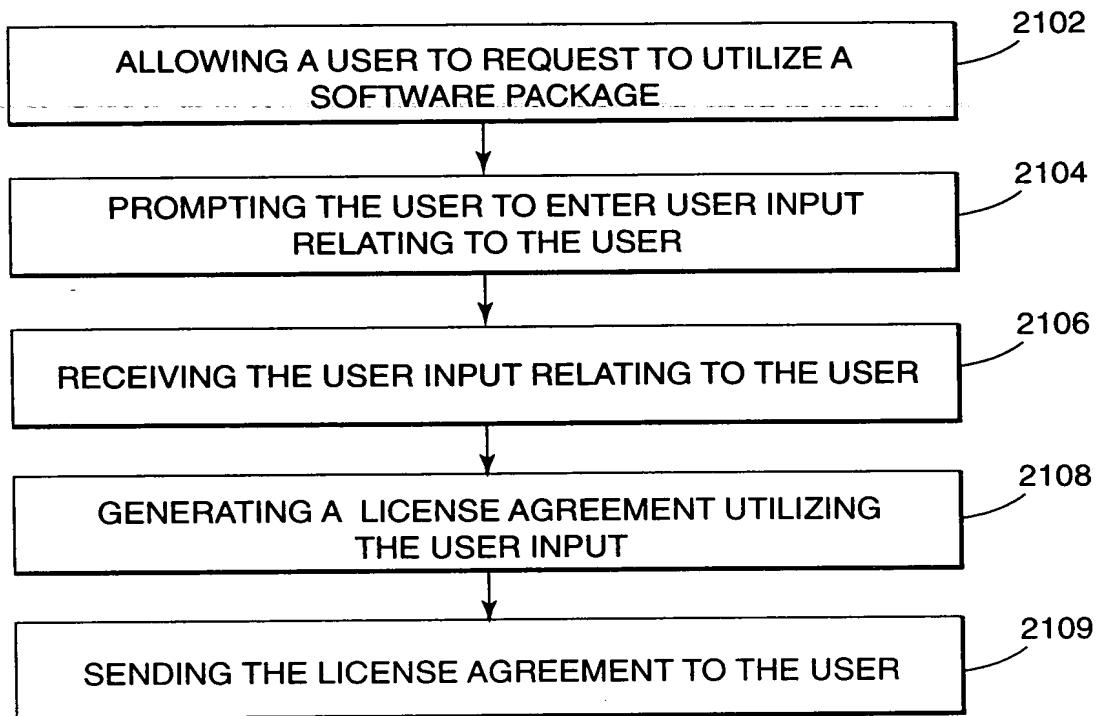


Fig. 76

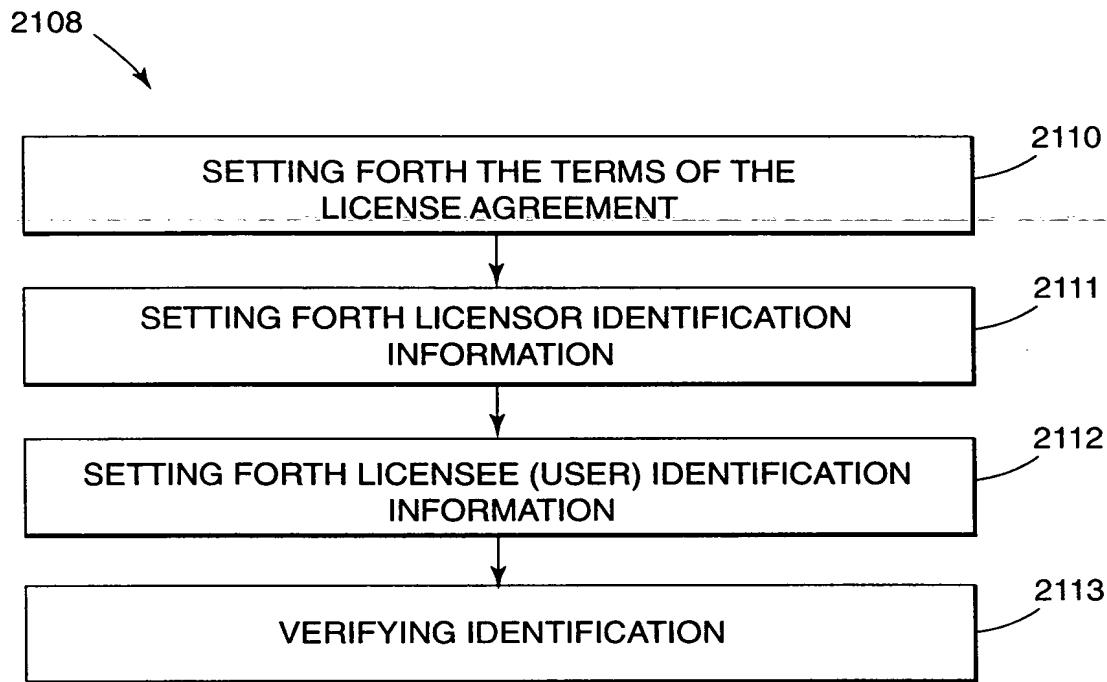


Fig. 77

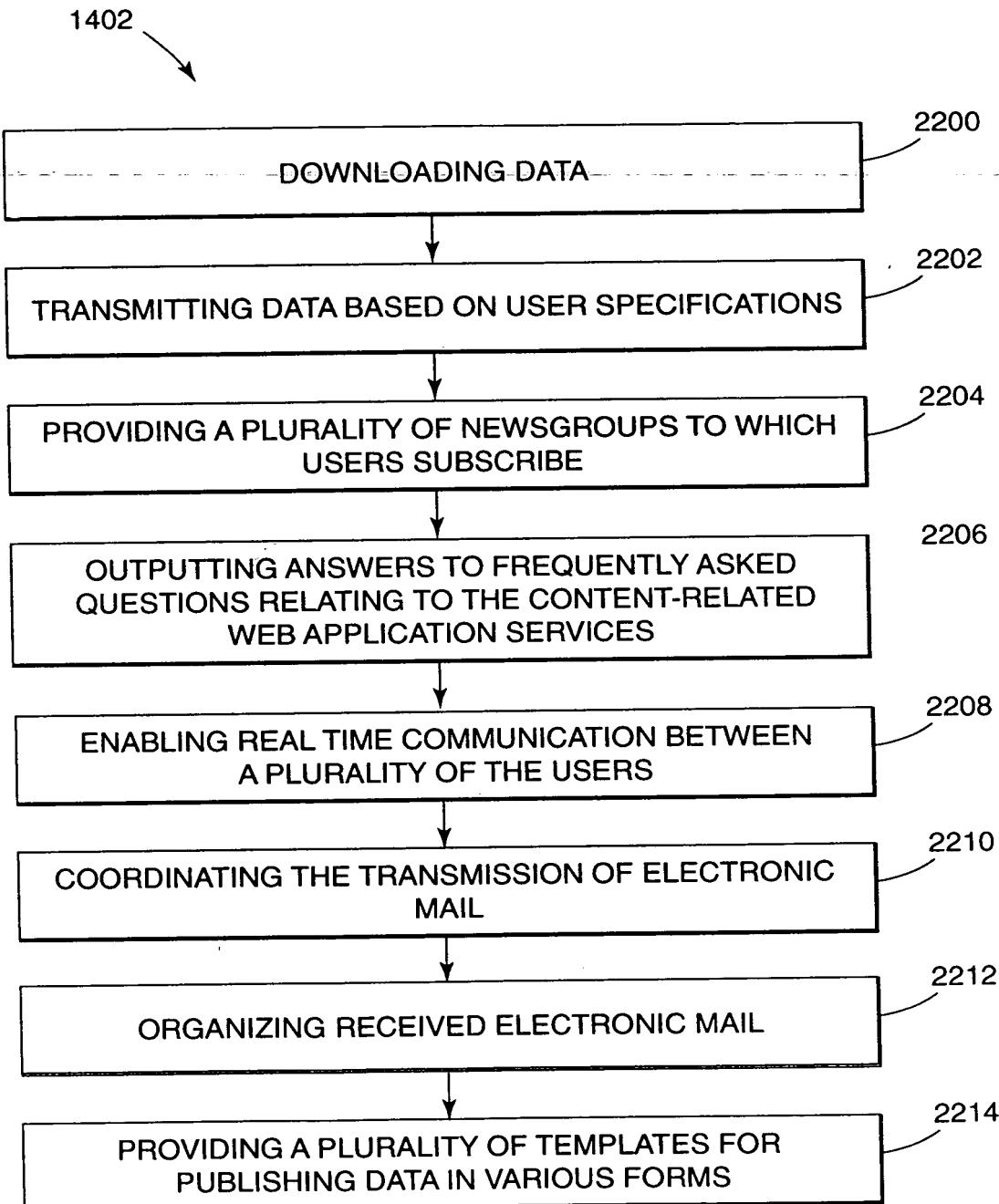


Fig. 78

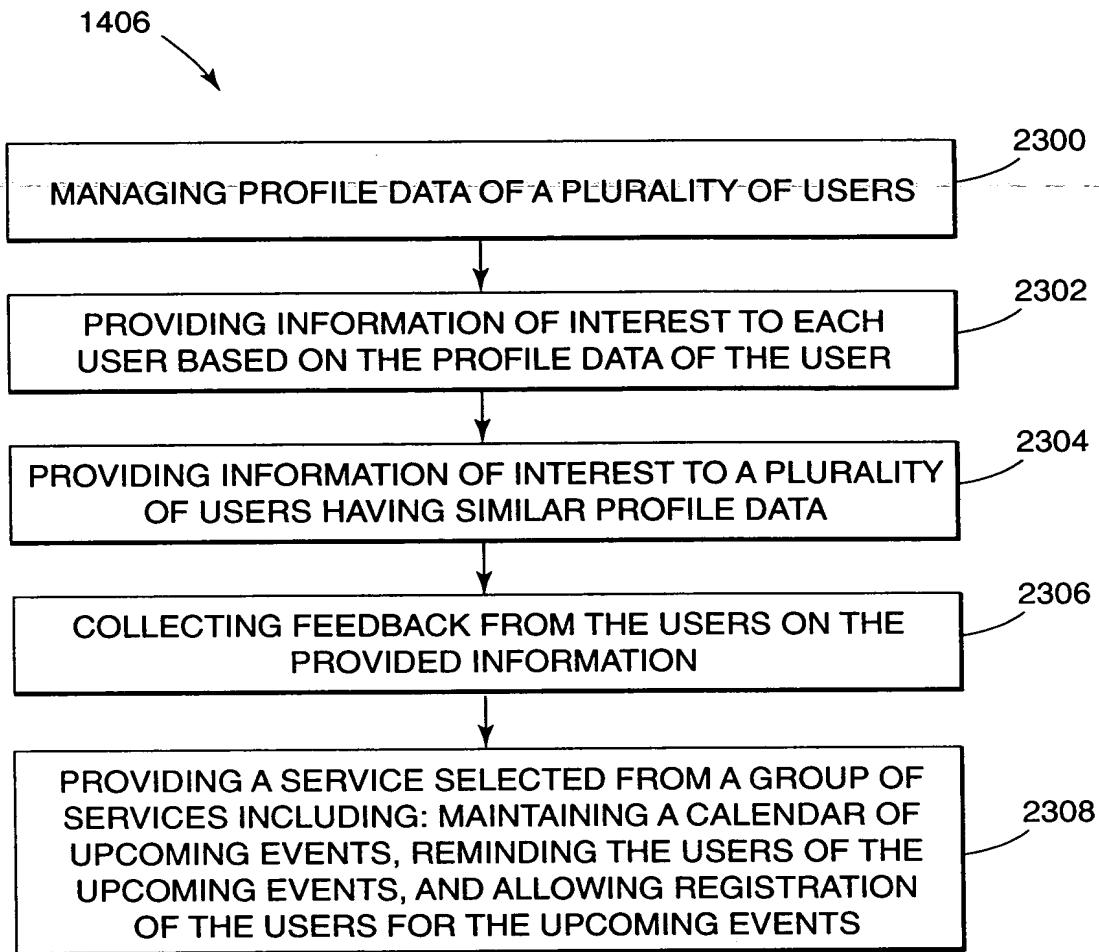


Fig. 79



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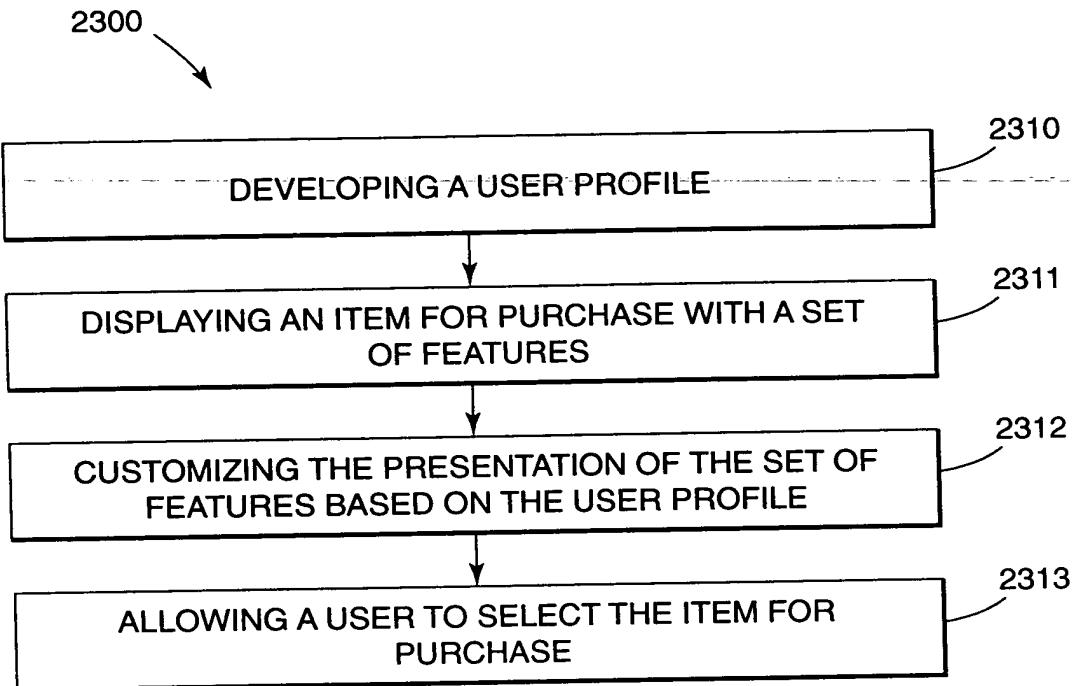


Fig. 80

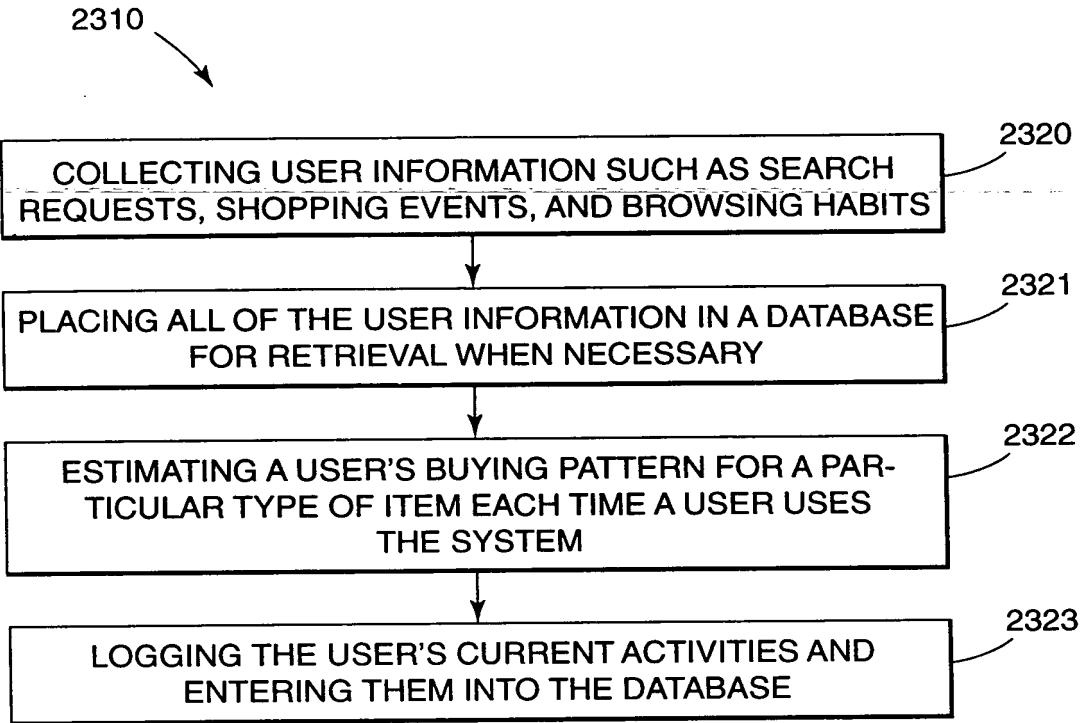


Fig. 81

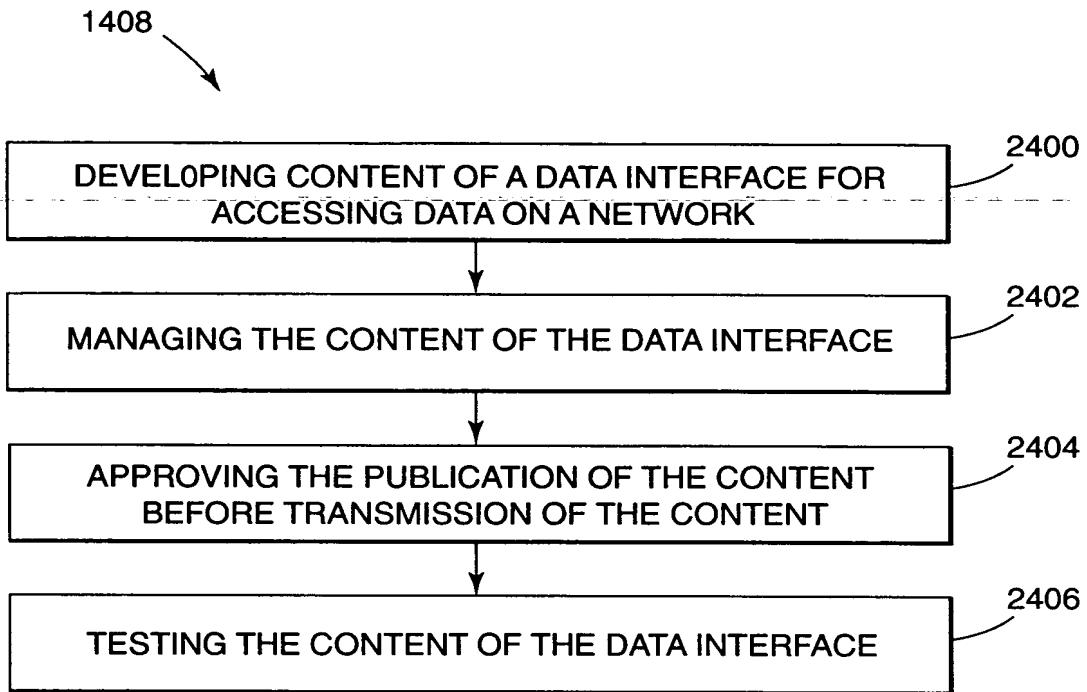


Fig. 82



1410

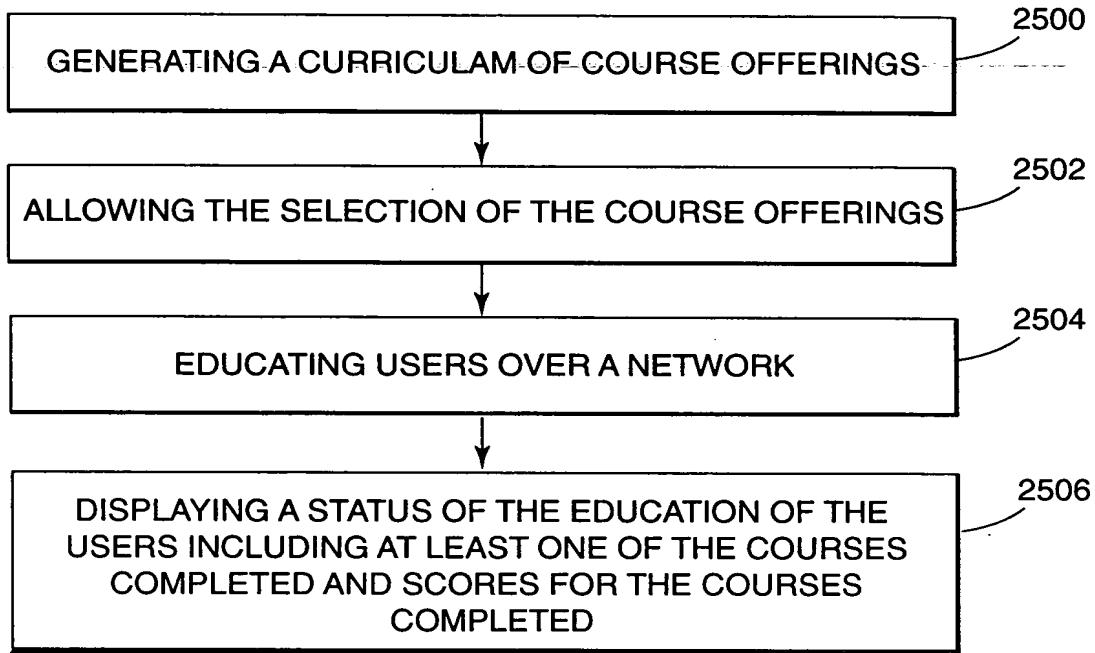


Fig. 83

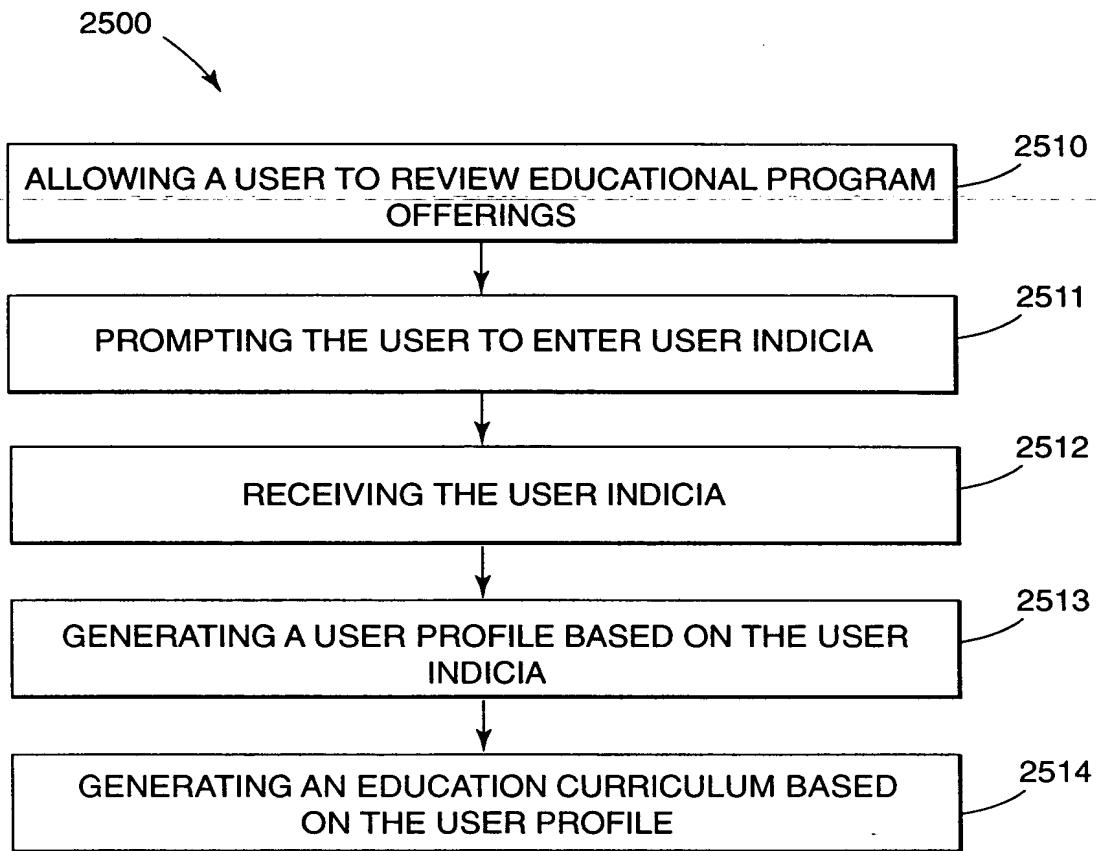


Fig. 84

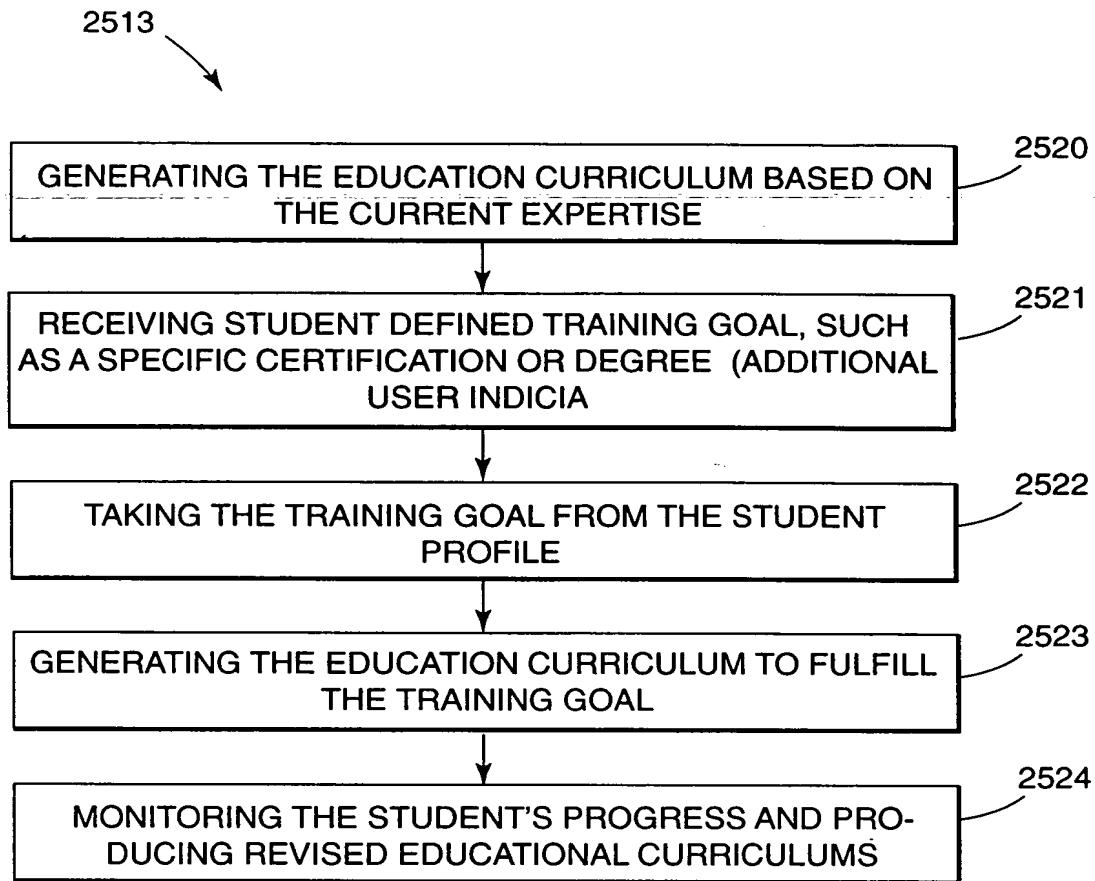


Fig. 85



1412

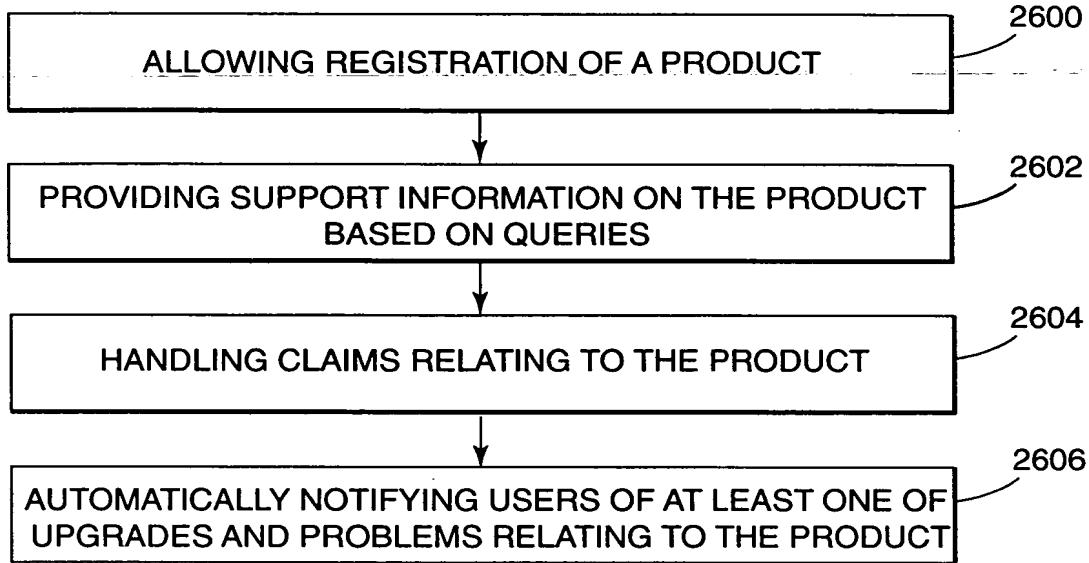


Fig. 86

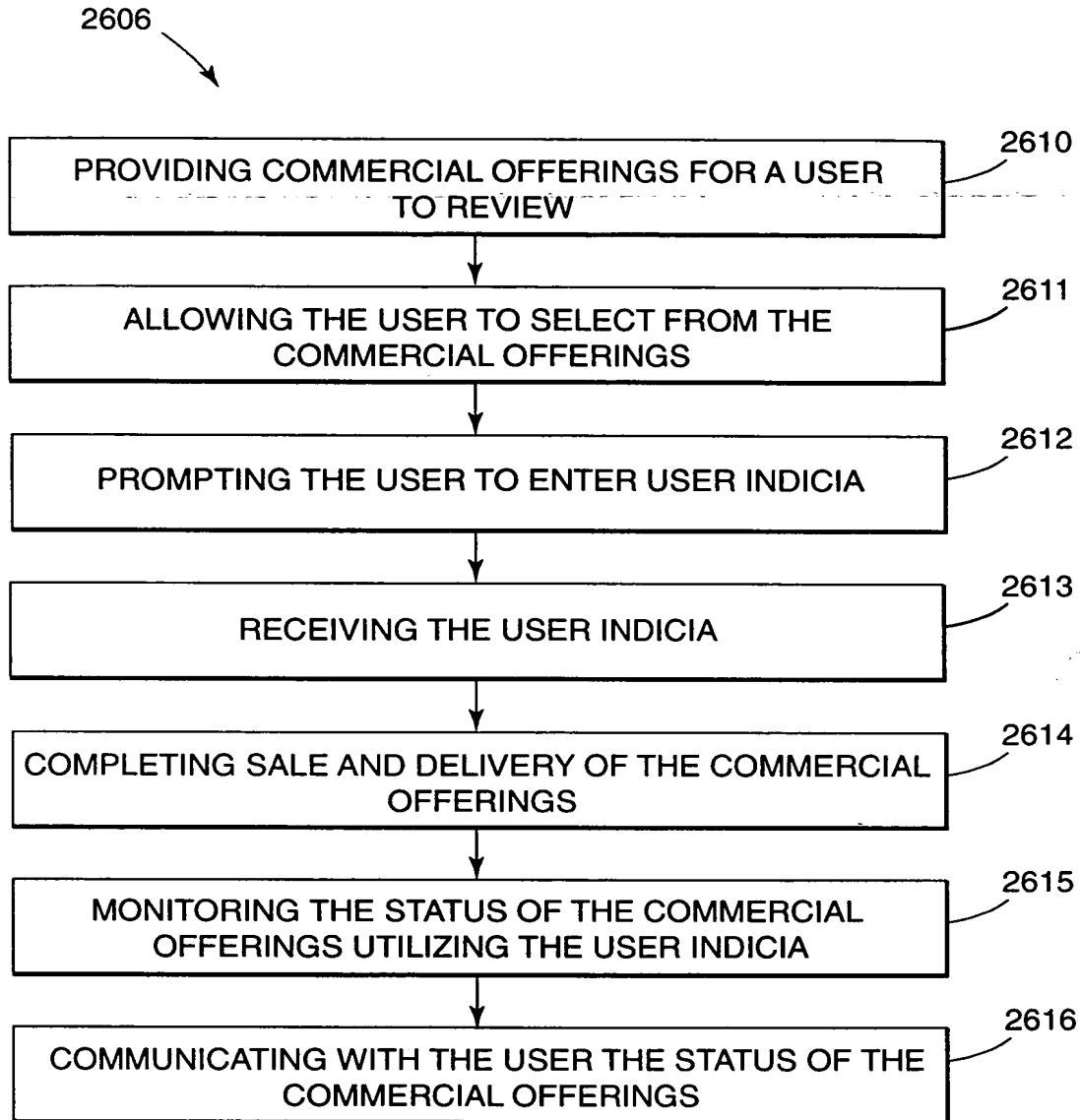


Fig. 87



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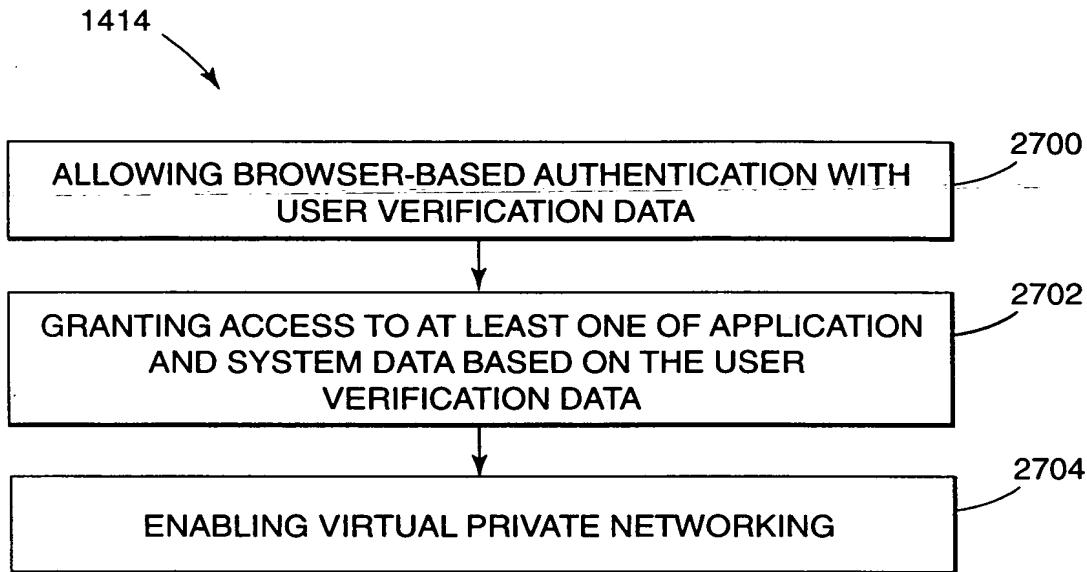


Fig. 88

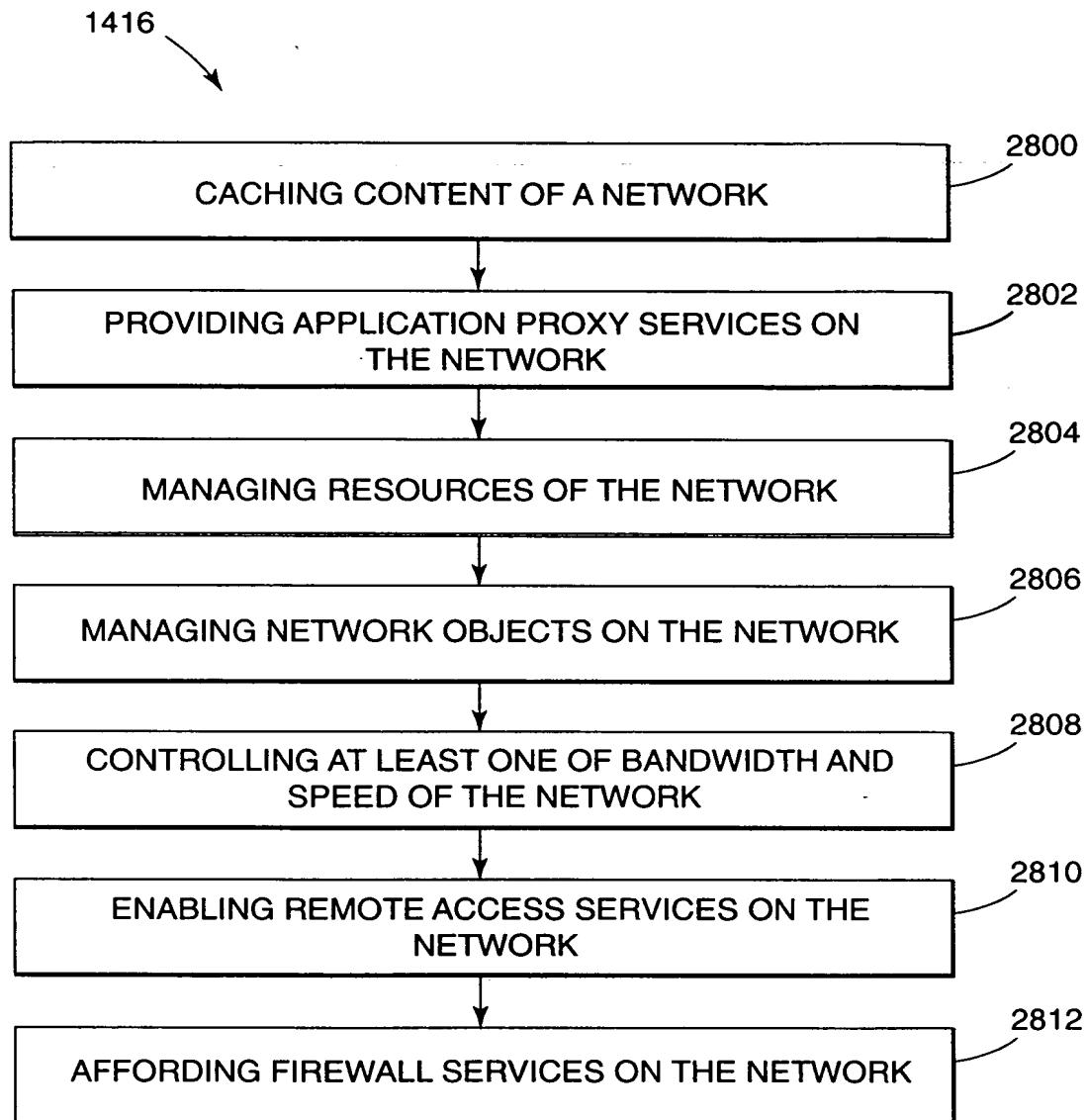


Fig. 89

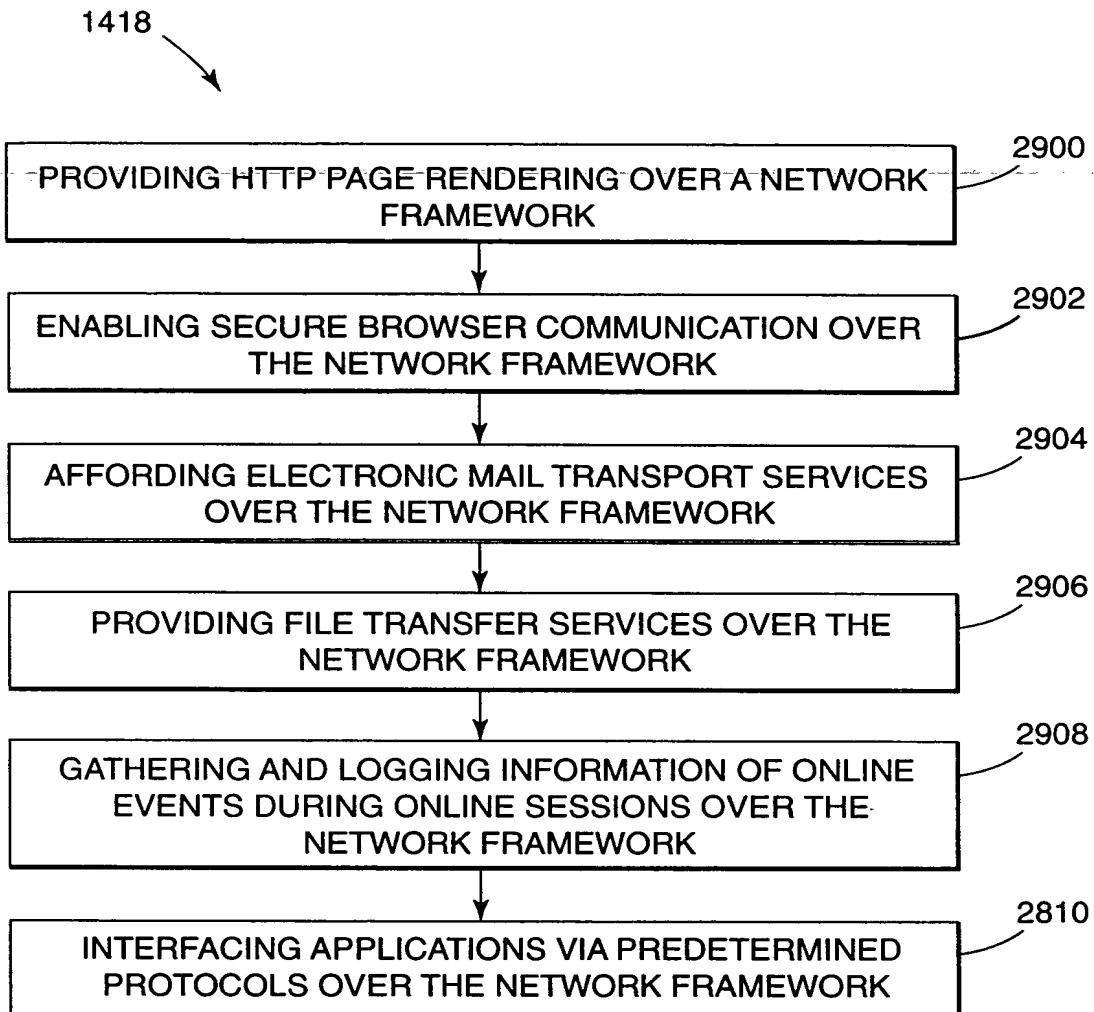


Fig. 90

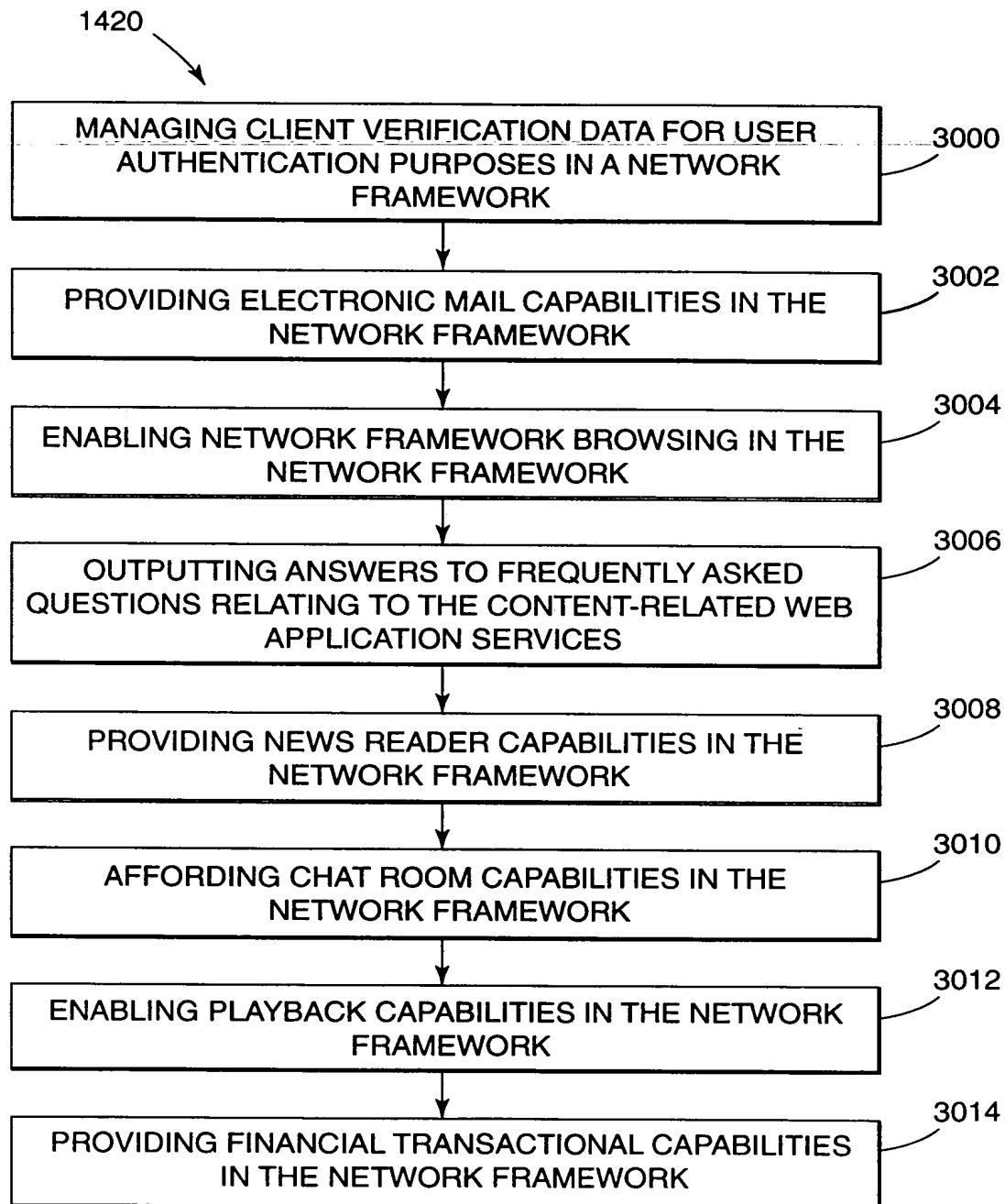


Fig. 91

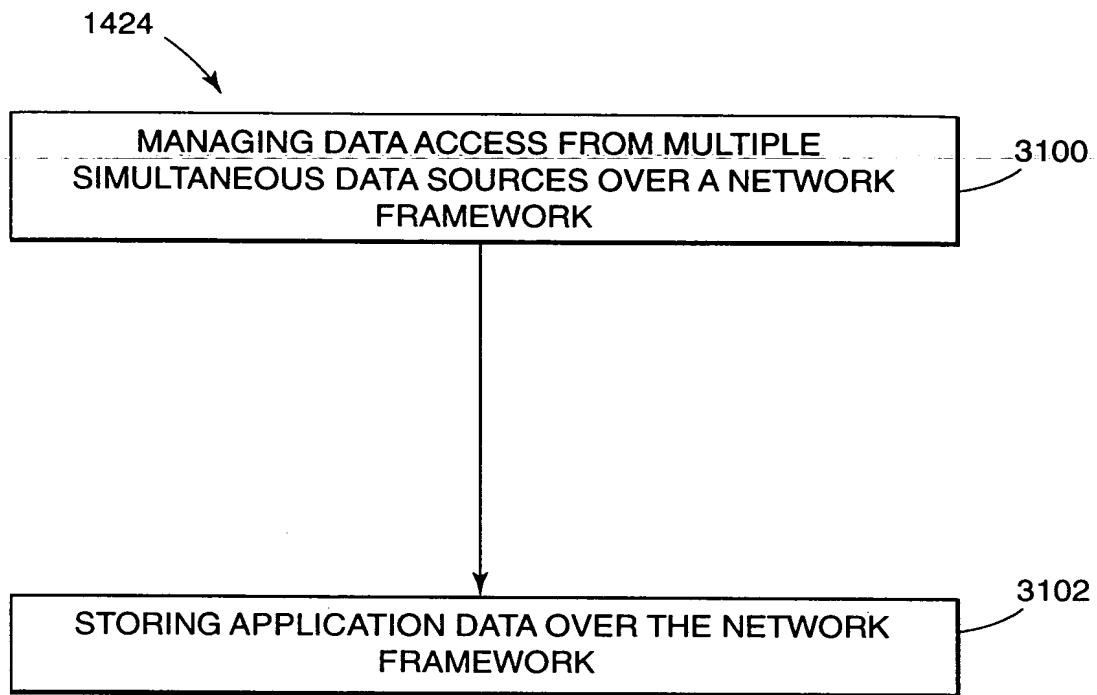


Fig. 92

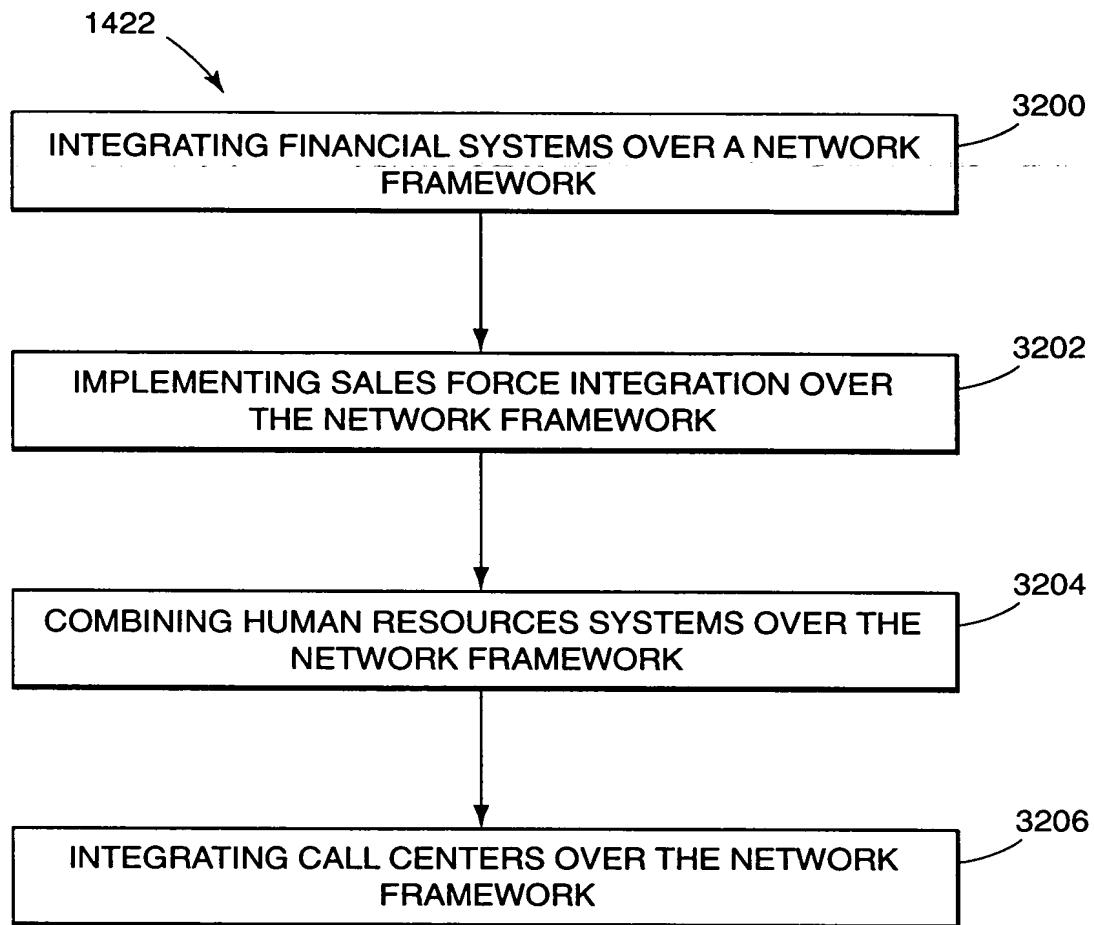


Fig. 93

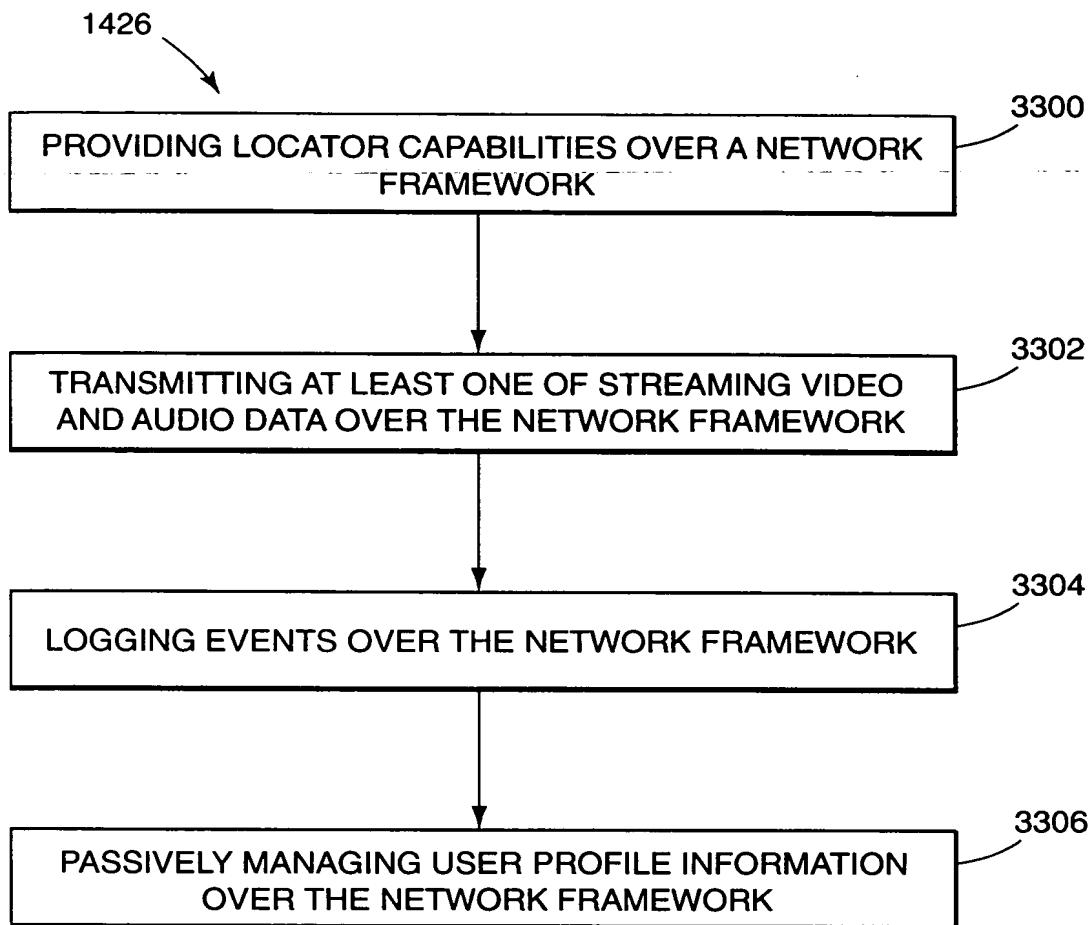


Fig. 94

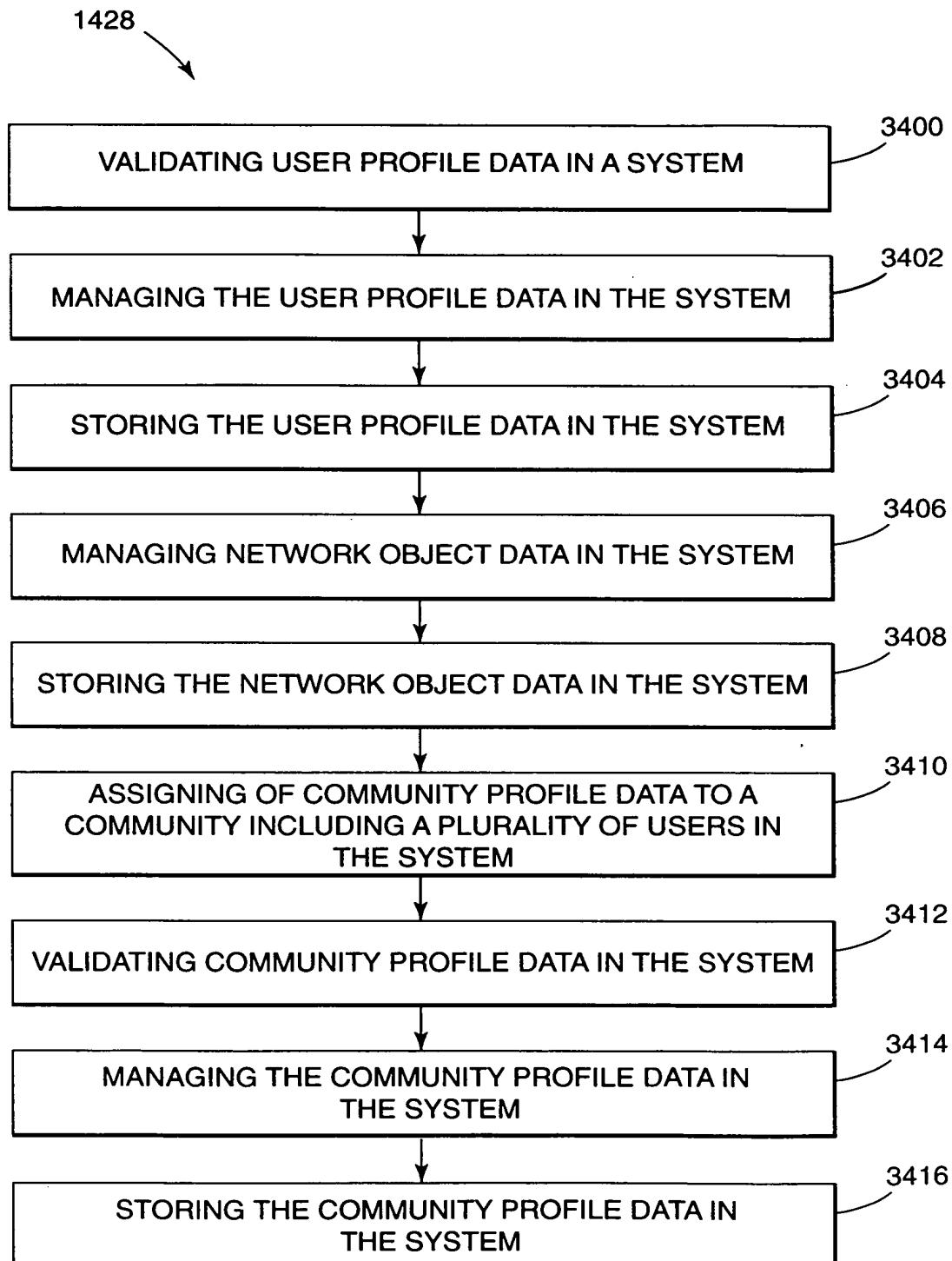


Fig. 95

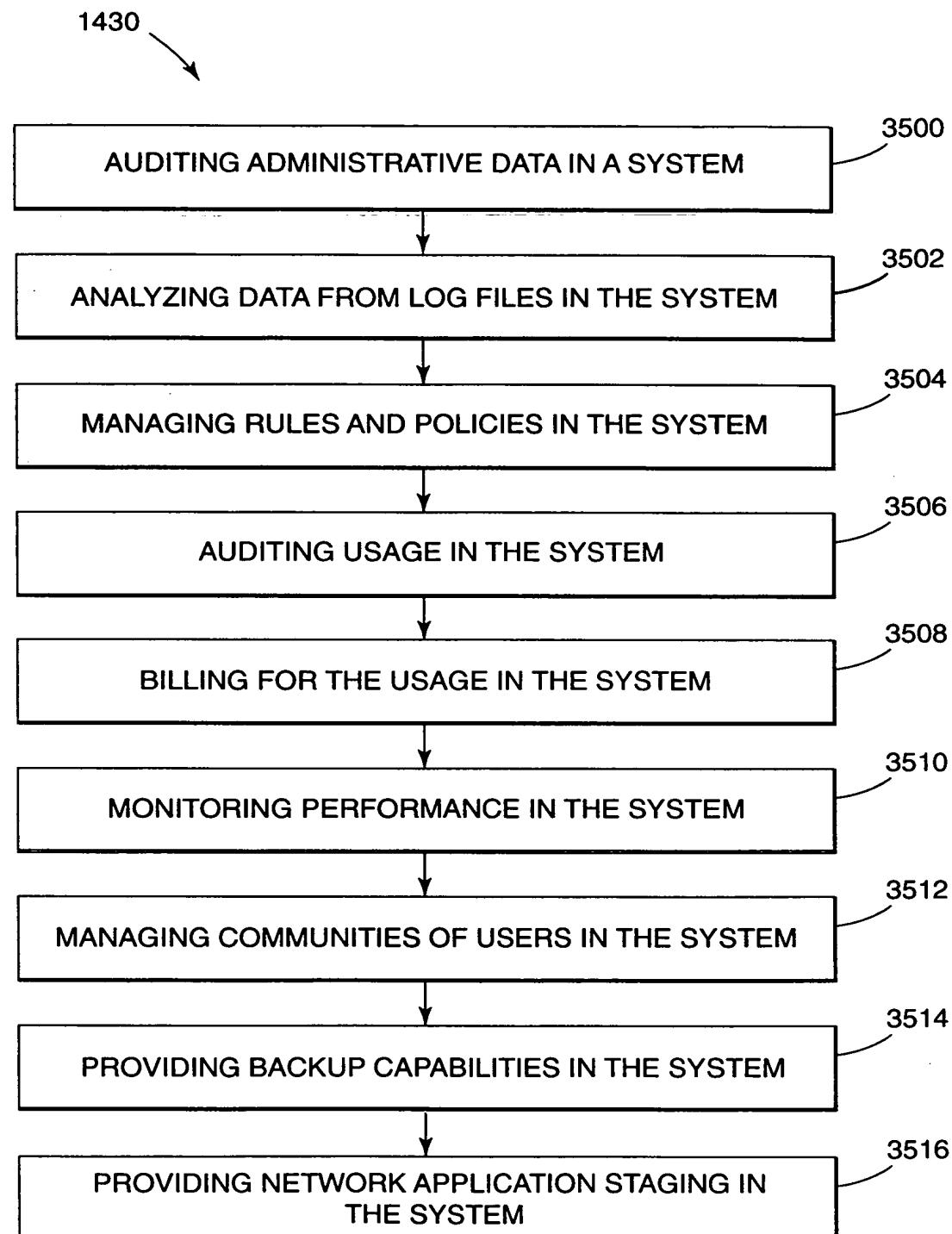


Fig. 96

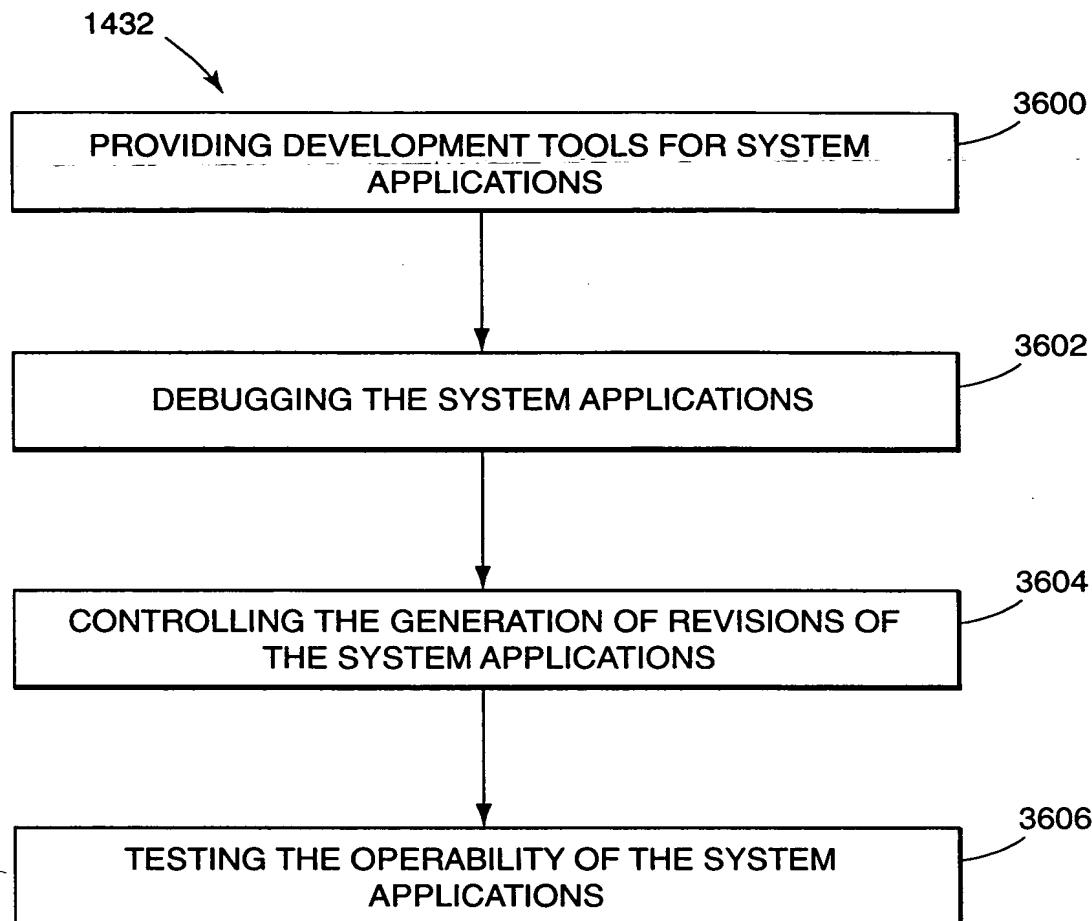


Fig. 97